



Press Release  
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United Arab Emirates

## ADAMAS MOTOR GROUP APPOINTED EXCLUSIVE RETAIL PARTNER FOR ROX MOTOR IN BAHRAIN

- Adamas Motor Group granted exclusive retail rights for ROX Motor in the Kingdom of Bahrain
- Pioneering new brand to complement Adamas Motor Group's growing portfolio of automotive-lifestyle franchises
- Sales of ROX 01 all-terrain luxury SUV to commence in November 2025 from state-of-the-art Moda Mall showroom
- First customer deliveries expected before year end with local pricing to be announced shortly

Adamas Motors, a leading prestige-performance motor group in the Middle East, announces its appointment as exclusive Retail Partner for ROX Motor in the Kingdom of Bahrain.

This exciting partnership further strengthens Adamas' offering of premium automotive and lifestyle brands in this key market. Under the agreement, Adamas Motor Group will start the sales of the ROX 01 all-terrain luxury SUV from its state-of-the-art showroom in Moda Mall in November 2025. The group is also actively seeking additional suitable automotive franchises in both the UAE and Bahrain to support their ambitious expansion plans in the region.

*"We are tremendously excited to bring ROX Motor to the Kingdom of Bahrain and believe that the ROX 01 will become an extremely compelling proposition in the current luxury SUV market. With our long-standing experience, world-class facilities at Moda Mall, and a dedicated team passionate about exceptional customer service, Adamas Motor Group is committed to supporting the growth and success of this pioneering new brand. As proved in other GCC countries, the value for money of this amazing vehicle is being recognized. We are confident that discerning motorists and families in Bahrain will appreciate this together with the advanced luxury features, exceptional versatility and attractive price point and we look forward to delivering first units by year end."*

Karl Hamer, CEO, Adamas Motor Group

*"Future Trans Motors is delighted to announce the appointment of Adamas Motors as its exclusive Retail Partner for ROX in the Kingdom of Bahrain. We are equally excited about this partnership and confident that Adamas Motors will be the ideal*



*representative for the ROX brand in Bahrain. Their company culture, structure, and market approach are well aligned with our vision and values.”*

H.E Naser Ahmed Bin Abdelazeez CEO, Future Trans Motors - ROX UAE

ROX Motor is a Chinese luxury vehicle brand with a global perspective, committed to becoming a leading new energy vehicle brand for outdoor lifestyle enthusiasts worldwide by 2030. Since its foundation in 2023, the company has successfully established sales and service network in over 20 countries including key Middle Eastern markets.

Its flagship model, the ROX 01 all-terrain luxury SUV, has received critical acclaim for its design, performance, and innovation, and has achieved record levels of demand in the region, setting a new benchmark for luxury adventure-ready vehicles.

This ground-breaking full-size SUV is offered in both six- and seven-seat configurations, delivering an impressive blend of performance, luxury, and everyday usability. Its highly innovative powertrain features an all-wheel-drive (AWD) system that combines a gasoline engine with two electric motors, producing a total output of 474 bhp and 740 Nm of torque. This enables the ROX 01 to accelerate from 0 to 100 km/h in just 5.5 seconds. With a total driving range exceeding 1,000 km, the ROX 01 has been engineered for long-distance travel, whether on paved roads or in an off-road environment.

For more information on ROX Motors in the Kingdom of Bahrain or to enquire about the ordering process and availability, please call +973 1667 5007 or e-mail: [info@adamasmotors.com.bh](mailto:info@adamasmotors.com.bh).

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#### **ABOUT ADAMAS MOTORS:**

Adamas Motors is a prestige-performance motor group based in Dubai, UAE and focusing on providing an unparalleled offering of automotive-lifestyle products across their key markets of Bahrain, UAE, and Hong Kong.

The progressive automotive group represents some of the world's most iconic automotive franchises including Automobili Pininfarina, Aston Martin, INEOS Automotive, Lotus, McLaren Automotive and Morgan Motor Company and has a vision to be a global leader in the premium automotive industry.

#### **ABOUT ROX MOTOR:**

ROX Motor is a Chinese luxury vehicle brand with a global perspective, committed to becoming a leading new energy vehicle brand for outdoor lifestyle enthusiasts worldwide by 2030.

Since its foundation in 2023, the company has quickly and successfully established a sales and service network in over 20 countries including UAE, Qatar and Kazakhstan, with overseas deliveries exceeding 10,000 units. With a solid foundation and a long-term strategic vision, ROX Motor is poised for continued growth, delivering innovative, luxury and adventure-ready products to customers in the Middle East and beyond.

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