

**Press Release**

16:00, 12 December 2025  
Kingdom of Bahrain

## ADAMAS MOTOR GROUP APPOINTED RETAIL PARTNER FOR EXEED IN BAHRAIN

- Adamas Motor Group granted the EXEED franchise for the Kingdom of Bahrain
- Premium SUV brand combining European automotive culture with intelligent manufacturing and technology of China
- New partnership expands Group's portfolio across volume, prestige and luxury segments in Bahrain
- Local information on pricing, availability and facilities to be announced soon

Adamas Motor Group, a leading prestige-performance motor group in the Middle East, is proud to announce its strategic partnership with premium Chinese SUV manufacturer EXEED, granting the Group the brand in the Kingdom of Bahrain. This milestone agreement further strengthens and broadens Adamas Motor Group's product offering in the market, spanning volume, prestige and luxury automotive segments.

EXEED represents a new era of premium automotive design, blending the heritage of European automotive culture with cutting-edge intelligent manufacturing technologies for which China's automotive industry is now globally recognised. Its introduction in Bahrain will bring an exciting new proposition for customers seeking premium SUVs, which combine sophisticated design, advanced features and engaging performance.

*"We are delighted to be appointed as an official retailer for EXEED in Bahrain. This new partnership highlights our commitment to bringing exceptional automotive brands to the market. EXEED's range of premium SUVs complements our existing portfolio perfectly, and we are confident that the brand's combination of design, technology and value will resonate extremely strongly with customers in the Kingdom. Our team looks forward to matching this great product with the highest standards of customer service to deliver outstanding ownership experience. With showrooms planned to open in February 2026, when we will offer the discerning Bahrain motorists value and quality to match."*

Karl Hamer, CEO, Adamas Motor Group

To enquire about the ordering process or availability, please call +973 1667 5007 or e-mail: [info@adamasmotors.com.bh](mailto:info@adamasmotors.com.bh).

**ENDS**



## 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.

## MEDIA CONTACTS:

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