

# *Arab Wheels*

AWARDS 2019



November 13<sup>th</sup>, 2019

S P O N S O R S H I P K I T

# Testimonials



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## **Bruce Robertson**

**Managing Director, Jaguar Land Rover MENA**

“On behalf of everyone at Jaguar Land Rover, I congratulate ArabWheels on the fifth anniversary of its annual awards programme, which continues to help hold the automotive industry to the highest standards and celebrate the success of the industry in our region.

The same is true of the wider publication. The team does a sterling job in providing great insight to our ever-changing industry, which is why we at Jaguar Land Rover MENA are proud to have contributed with over a decade, and I'd like to thank the entire ArabWheels team for their invaluable support so far.”



## **Carsten Bender**

**Brand Director Audi Middle East**

“ArabWheels is a valued partner for Audi Middle East and we have been the fortunate to achieve success as the winner of eight trophies for our models since 2015 at the annual awards ceremony. Objective and intelligent reviews of our model range are important to give our customers a broad basis of opinion

and also for us to hear, so that we develop the most stylish cars with outstanding features and technology for the future. Vorsprung durch Technik is our DNA and we look forward to the next 5 years of new model introductions that will continue to impress and excite the ArabWheels team and our customers.”



## **Lennart Mueller-Teut**

**Head of Marketing & Communications,  
Mercedes-Benz Cars Middle East**

Over the last 15 years, Arab Wheels has delivered quality automotive journalism in the Middle East and is a respected and trusted platform for all automotive enthusiasts from around the region. Arab Wheels gives its readers informative content about the automotive industry and trends which makes it the go-to platform for insights on test drives to reviews and car news.

We are impressed with the evolution Arab Wheels has made in regard to providing a multi-channel experience for its readers.

From social media to the e-newsletters, readers have various sources to get content from them.

In addition, for the last five years, Arab Wheels has celebrated the success of automotive brands in the region by hosting an influential and prestigious awards ceremony. As we celebrate the 5th edition of this award show, Mercedes-Benz Middle East is honoured to yet again be participating and we're looking forward to another exciting event.



## **Juergen Schmitz**

**Managing Director of Nissan Middle East**

“Arab Wheels is one of the key motoring magazine titles in the region and its awards, voted for both by readers and writers, are highly sought after. At Nissan, we are proud of our association

with Arab Wheels and would like to extend our congratulation on the fifth anniversary of the awards. We look forward to many more years of partnership.”

# Testimonials



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## **Dr. Hamid Haqparwar**

**Managing Director BMW Group Middle East**

"I would like to congratulate Arab Wheels to the fifth anniversary for its popular and influential Arab Wheels Awards.

In a relatively short period of time, the annual Arab Wheels Awards has successfully established itself as a prestigious and sought-after prize in the region's automotive industry. Arab Wheels is one of the leading source of news, announcements and new vehicle releases and its awards

perfectly reflect the consumer and industry trends that impact the region and the world.

BMW Group Middle East is proud of the relationship we have built up with Arab Wheels, and of the titles that have been presented to us at its award shows. Over the years some of our most popular models have won top awards, including the BMW 5 Series, the BMW 4 Series and the BMW M2 Coupe, and we look forward to more great success in the future."



## **Karim Corm**

**Head of Alfa Romeo Brand - Middle East,  
Fiat Chrysler Automobiles Middle East FZE**

I personally like that Arab Wheels editorial strategy in print and online channels, is designed to give potential buyers information and expert advice on vehicles that are worthy of their consideration. When it comes to the awards, in addition to

the views of the judging panel, readers have a 50 percent say in the results through online voting. This ensures credibility and represents a real balance between consumer's views and expert motoring journalist opinions.



## **Jeff Ellsworth**

**Head of Jeep Brand - Middle East, Fiat  
Chrysler Automobiles Middle East FZE**

From my point of view, the biggest advantage that the annual Arab Wheels Awards have is that the judges are four true Middle East automotive experts who, in addition to being knowledgeable car enthusiasts, importantly understand our market due to their many years of regional proficiency, meaning that they know what makes a car suitable for

Middle East drivers, who are also given the opportunity to play a key role in deciding the winners every year. To have a vehicle shortlisted for one of these significant awards is true recognition in itself - to be selected as a segment winner is even better, and something that any manufacturer should rightfully be proud of.



## **Stuart Laurie**

**Head of Ram Brand - Middle East, Fiat  
Chrysler Automobiles Middle East FZE**

The all-new Ram 1500 has won many significant awards in the US since its launch, including North American Truck of the Year, but we were particularly delighted that the first meaningful accolade given to the vehicle in the Middle East was the Arab Wheels Truck of the Year Award. They mean a lot more than simply handing over trophies at an event every year,

and I view the Arab Wheels Awards as an important resource for the Middle East automotive industry as they focus on and encourage innovation, quality, performance and functionality on a regional scale. Further credibility comes from the fact that the readers of Arab Wheels also have a significant say in the awards process.



**F**ollowing the achievement of four consecutive years, ArabWheels Awards (AWA) is back this year to celebrate its 5th anniversary for the Middle East Automotive Industry. Every year, the auto industry rollout about 50 to 60 brand new cars, redesigned cars, and other products that will be evaluated and awarded accordingly. The final decision will be equally shared between a very selective panel of distinguished experts in the automotive industry, whose opinions are highly valued in the region, and our car aficionados and loyal readers via online voting at [www.arabwheels.net](http://www.arabwheels.net). In all fairness to the winners of the 2019 AWA(s), ArabWheels will not accept sponsors from potential category winners.

## We strive to pick the best products in the following categories for the 2019 year:

- 1-Small Premium Sedan
- 2-Midsize Sedan
- 3-Midsize Executive Estate
- 4-Large Premium Sedan
- 5-Compact SUV
- 6-Compact Premium SUV
- 7-Small SUV
- 8-Small Premium SUV
- 9-Midsize SUV
- 10-Midsize Premium SUV
- 11-Midsize Premium SUV Coupe
- 12-Midsize Performance SUV
- 13-Midsize Luxury SUV
- 14-Large SUV
- 15-Large Premium SUV
- 16-Pickup Truck
- 17-Premium Sports Coupe
- 18-Luxury Coupe Convertible
- 19-Luxury Coupe
- 20-Supercar
- 21-EV of the Year 2019 (EVOTY)
- 22-Car of the Year 2019 (COTY)

The jury will rate the cars based on a score card on a scale of 1 to 5 points. The score card ensures precise, accurate and transparent results. The stars reflect the following:



# Juror Panel



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**T**he jury for the AWA(s) 2019 consists of five highly pursued-after automotive experts and one guest of honor. Each respective member is selected for their personal competence represented either in the media, events or the manufacturing arena.



**Juror 1: David Frem,**  
CEO, Frem Industry



**Juror 2: Pierre Nercessian,**  
President Ducati Club Lebanon



**Juror 3: Hisham Sakr,**  
Pre-Owned Sales Manager, Gargour  
Automotive Company



**Juror 4: Khaled Hammoud,**  
Co-Editor in Chief, ArabWheels



**Juror 5: Issam Eid,**  
Editor in Chief, ArabWheels

**Guest of Honor:**  
TBA

# Ceremony

**Winners will be announced during  
the gala awards ceremony on  
Wednesday November 13th, 2019  
at ----in Dubai, UAE.**



## Gold Sponsor

**\$USD 5,000**

- Display of logo on all bags distributed during the event
- Placement of flagged logos on the dinner tables, one roll-up banner during the award ceremony
- Display of logo in all digital platforms (Websites, Social Media, E-Newsletter, Apps, and Web TV)

## Platinum Sponsor

**\$USD 10,000**

- Display of logo in all digital platforms (Websites, Social Media, E-Newsletter, Apps, and Web TV)
- Two roll-up banners during the awards' ceremony
- Display of logo on the main screen with other sponsors during the awards' ceremony
- Leaflet insertion in the distributed bags
- Distributing gift/discount vouchers to all attendees

## Super Sponsor

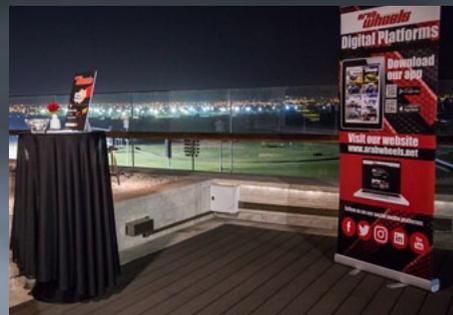
**\$USD 15,000**

- Only one available position for this level of sponsorship
- Display of logo in all digital platforms (Websites, Social Media, E-Newsletter, Apps, and Web TV)
- Three roll-up banner during the awards' ceremony
- Display of logo on the main screen with other sponsors during the awards' ceremony
- Leaflet insertion in the distributed bags
- Branded hostesses throughout the event
- Distributing gift/discount vouchers to all attendees

# 2018

“Always first to recognize the successes of car manufacturers!”

It's that time of the year when ArabWheels gears up for its annual awards ceremony; now entering its fourth year. Every year ArabWheels presents a more influential, further reaching and more prestigious awards ceremony, held at the Meydan Hotel—an impressive landmark of Dubai.



FOR MORE PICTURES OF THE AWARDS CEREMONY, [CLICK HERE.](#)

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# 2017

“15 years of motoring,  
15 years of achievements,  
15 years of ArabWheels...”

“ArabWheels once again continued its devotion and commitment to the automotive industry and automotive enthusiasm for the Middle East region and exceeded all expectations with its third edition of the “ArabWheels Awards” 2017!”



Over 120 VIPs and executives from the automotive industry attended the ceremony!

**FOR MORE PICTURES OF THE AWARDS CEREMONY, [CLICK HERE.](#)**

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# 2016

ArabWheels Awards writes another success story for the automotive industry in the Middle East! Powered this year by the fastest and most reliable smartphone: Sony Xperia XZ!

# XPERIA XZ



Over 120 VIPs and executives from the automotive industry attended the ceremony!

**FOR MORE PICTURES OF THE AWARDS CEREMONY, [CLICK HERE.](#)**

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# 2015

Trace Media International launches its prestigious ArabWheels Awards for the automotive industry in the Middle East!



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## AWARDS 2019

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