



# MEDIA RELEASE

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## ITALIAN COACHBUILDER ARES OPENS DUBAI STUDIO

- Italian coachbuilder ARES opens the doors to its all-new Dubai studio
- The first of six new premises for the Italian atelier
- 250 square meter facility presents the ultimate in bespoke automotive design

Luxury Italian coachbuilder ARES has celebrated the opening of its Dubai studio this week, a move that marks the roll-out of the company's six stunning personalisation studios across Europe and the UEA.

Located at Gate 4 of the Dubai International Financial Centre (DIFC) the 250 square meter studio is the first of six new premises that the luxury Italian atelier will be opening in the coming three weeks. In addition to the Dubai site, the company will be presenting its vehicles in studios at St Moritz, Kitzbühel, Munich, Zurich and its home-town of Modena.

The studios will provide customers with an immersive brand experience and unparalleled customer service; as the Italian company showcases its coachbuilding skills, artisanal craftsmanship and cutting-edge technology.

Historically, the coachbuilder has only presented its vehicles at prestigious events such as Italy's Concorso d'Eleganza Villa d'Este, the Monte Carlo Yacht Show, and Salon Privé in the UK and the openings of its global studios mark a significant milestone for the company.

Like all the studios, the luxurious Dubai venue will play a vital role in the company's Co-Create philosophy, where both collectors, connoisseurs, customers and designers can work hand-in-hand to build bespoke one-off vehicles – an offering unique to ARES. When designing a car, patrons will have a choice of exquisite finishes and colour palettes to choose from, alongside the finest leathers and carbon fibre interiors, paint finishes, trims and luxurious fabrics.



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Founded six years ago and headquartered at its 23,000 square metre facility in Modena Italy, the company employs 150 engineers, designers and artisans. Fusing artisanal craftsmanship and modern-day technology creating and hand-building bespoke one-off and limited-series vehicles for customers from around the world.

Commenting on the new openings CEO and Co-founder Dany Bahar said: "These openings mark a significant point in ARES' development. We are proud to take ARES and its Made in Italy marque to our customers and look forward to our continued expansion. Over the years, ARES has built an incredible reputation with a remarkable team of passionate, industry-leading experts to deliver an extraordinary experience to its customers from around the world. We are very proud and excited to bring this experience to life in the UAE and Europe and let more people experience the brand first-hand."

Chairman and Co-Founder Waleed Al Ghafari commented: "As a young company, we have experienced significant growth quickly and this is now the expected next step forward in our development. At ARES, we are not only committed to investing in our facilities and workforce in Modena but to also establish our presence in key markets which will underpin our business and support its long-term growth. Opening this studio is a very proud moment for ARES and marks the next point of the company's development."

[For additional images please click here.](#)

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## **ARES, ENGINEERS OF EMOTIONS**

ARES' unique facility delivers a new level of design, development, manufacture and sales of coach-built and unique cars in the heart of Italy and through an expanding global network of studios. The advanced 23,000 m<sup>2</sup> ARES facility in Modena opened in January 2018 and, in bringing all facets of coachbuilding under one roof, immediately set a new global standard for the design, development, production and handover of bespoke, personalised and unique cars.

ARES CEO Dany Bahar, along with his long-term Dubai-based business partner and ARES Executive Chairman, Waleed Al Ghafari, founded ARES and spotted the opportunity to move the coachbuilding business to another level of service by developing the world's first 'concept-to-creation' coachbuilding facility. Together they attracted a group of experienced and passionate multinational shareholders.

For the first time, every aspect of bringing automotive dreams to reality take place under one roof in rapid time and to an extremely high level of quality. It is a unique combination of luxury car brand resources with artisan principles and skills. Merging traditional Italian craftsmanship values with the advanced ones, ARES realises the dreams and visions of enthusiasts creating one-off, unparalleled vehicles, impossible to obtain elsewhere. To this end, a shared creative experience that aims at providing a completely tailor-made product. This is the ultimate answer to the ongoing demand for customisation and the desire to stand out from the crowd of our own time.

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