

PRESS RELEASE

LUXURY AUTOMOTIVES TO “WOW” AT WORLD LUXURY EXPO, JEDDAH

FOR RELEASE: 11 March 2014



JEDDAH, KINGDOM OF SAUDI ARABIA – The final countdown has begun for The Saudi Investment Bank World Luxury Expo - Jeddah taking place at the splendid Park Hyatt, from 14-16 March 2014. The Expo is the result of a continued joint venture between World Luxury Group and Nayyara Exhibitions, with The Saudi Investment Bank exclusively selected as the title sponsor for the Jeddah event.

Comments Samer R. Al Rayyan, Assistant General Manager – Personal Banking at The Saudi Investment Bank, “We are proud to be the title sponsor of The Saudi Investment Bank World Luxury Expo - Jeddah. Our sponsorship of this prestigious event demonstrates our commitment to delivering world class banking services and products designed to cater to the affluent lifestyle of the our valued platinum and premium clientele and invited guests who attend the event.”

Steven Hill, General Manager at Al Ghassan Motors, comments “Bentley is the pinnacle of automotive luxury and we selected World Luxury Expo to reinforce our status as the ultimate luxury performance sedan benchmark by becoming the “Official Automotive Sponsor” of what will become an annual signature event for Jeddah. With its unrivalled blend of effortless drivability, a Bentley showcases exquisite luxury and craftsmanship, sculpted design and state-of-the-art technology and we look forward to share this experience to invited guests. Al Ghassan Motors is also the officially appointed distributor for Bentley, Bugatti, Lamborghini, McLaren and Lotus in Saudi Arabia.”

Bentley will also present a limited edition capsule handbag collection featuring two distinct models – The Barnato and The Continental. This limited edition collection comprises 160 bags globally, 80 of each style, in four colourways. These elegant and sculptural handbags showcase Bentley’s expertise in design and craftsmanship and are valued from £3,800 for The Continental and from £4,800 for the Barnato.

Besides the Bentley Mulsanne, Al Ghassan Motors will also present the first McLaren P1 delivered to Saudi Arabia at World Luxury Expo, Jeddah.

WORLD LUXURY GROUP

The highly anticipated three-day exhibition will showcase many of the world's leading luxury brands and services, from a broad selection of luxury categories, to a highly discerning and select group of VIP guests from across the Kingdom.

Comments Hadil Masood, Showroom and Sales Manager at Prestige Motor World, "We create the most luxurious custom-made vehicles using a Mercedes-Benz van chassis. Our talented craftsmen hand-make each of our exclusive products using the most precious woods, exotic marbles, exquisite leathers and the highest technology to satisfy the requirements of the most discerning passenger. We take pride in our work and look forward to showcase the latest models at SAIB World Luxury Expo."

Ashwini Kumar, General Manager of Park Hyatt Jeddah - Marina, Club and Spa says, "Park Hyatt Jeddah has continued to develop into the premier luxury brand in personal service in the hotel industry. We are excited to develop our new partnership with the World Luxury Group to showcase ourselves to wider range of exhibitors and invited guests"

World Luxury Group recently concluded five successful World Luxury Expos. The inaugural event was held at the iconic Burj Al Arab, Dubai, the second was hosted at the palatial Ritz-Carlton in Riyadh, the third was held at Emirates Palace, Abu Dhabi and the fourth at The St. Regis, Doha in 2013. The fifth successful edition recently returned to The Ritz-Carlton, Riyadh (title sponsored by American Express and held in association with The Saudi Investment Bank) in January 2014.

Those looking to attend SAIB World Luxury Expo - Jeddah can request an invitation and pre-register online at www.wlgreg.com

The Saudi Investment Bank World Luxury Expo - Jeddah is part of the World Luxury Expo series of events and will be the third successful World Luxury Expo event in the Kingdom of Saudi Arabia.

www.world-luxury-group.com

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NOTES TO EDITORS:

About Nayyara Exhibitions:

"Luxury defines our hospitality"

Nayyara Exhibitions is Saudi Arabia's most exclusive conferences and banqueting center based in Riyadh that specializes in celebrations taking pride in its state-of-the-art audio-visual and sound technology facilities and first-class amenities.

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