

LARAKI



Laraki Automobiles S.A.

Laraki Automobiles plans to manufacture and sell a range of very exclusive high performance cars which provide a combination of performance, style, practicality and exclusivity which is not available in the market today. The concept has been shown at major motor shows, where it has been enthusiastically received, and the product specification has been refined as a result of this market study. Laraki



group has invested €10m to date, to employ the most expert engineering teams in the world for this type of project, and the design of the first model, the Laraki Fulgura, is almost complete. Suppliers for all major vehicle systems have been engaged, and the project is poised for commitment to building prototypes.

Laraki Automobiles has been established to:-

- Become a fully fledged exclusive car manufacturer.
- Develop the Laraki Automobiles brand.
- Develop and manufacture the first Arabic supercar.
- Establish Emirates Automotives Park to manufacture Laraki automobiles at a site which adjoins the Dubai Autodrome.
- Become a sustainable, profitable business with increasing brand value.

The first major targets are:-

- Launch the Laraki Fulgura our first car in 2008.
- Launch the Laraki Borak in 2011. The Borak is aimed at a different market, with a lower sales price, different styling and 2 + 2 seating layout.

Laraki - exclusive

The concept of Laraki Automobiles as a new supercar range evolved from Abdessalam Laraki's enthusiasm to create a road car that is both stylish and is of the highest quality and performance. As a specialist in transportation design, and experienced in the exclusive business of designing superyachts in the *Laraki Design Studio*, Abdessalam has brings an exciting and fresh approach to automotive design.

From his understanding of the lifestyle and expectations of some of the wealthiest people in the world, and knowledge concerning the special requirements of clients in very exclusive market segments, Abdessalam Laraki studied the automotive industry to examine the opportunity for a new quality of 'supercar', and to identify what values would convince prospective buyers of such a car to purchase.

The number and spending power of High Net Worth Individuals worldwide is continually increasing, and exclusive cars are one of their most significant possessions. These are knowledgeable and discerning buyers. Their houses, the clothes and jewellery they wear, the hotels they frequent, their yachts and private aeroplanes, all combine elegance, performance and exclusivity, without discomfort or compromise, at a level unknown in ordinary products.

This study identified that of the cars available today, the choice is limited to either big saloon cars (Rolls Royce, Maybach, Bentley) or, in the very high performance sector, which appeals to the most knowledgeable and enthusiastic customers, cars which are impractical for regular use and are unrewarding in driving

situations which are less than ideal, for example, in cities with heavy traffic, or for driving long distances (Ferrari, Porsche, Pagani, Koenigsegg). None seems to create a character of brand associated with the richness and style which these car buyers enjoy in all other areas of their lives.

The fact that this growth market is served with only limited choices, means that there is a place for a new type of vehicle. Laraki has identified the potential for a new brand, and a new supercar, aimed specifically at these exclusive buyers, which will combine very high performance with elegant practicality in a refined and distinctive style.

The highest standards of performance, reliability together with an impressive overall experience are obligatory to compete in this market. Laraki cars will provide very high performance through powerful engines and light weight construction, with an uncompromised high style which provides practical comfort and facilities for the driver and passenger. Quality and reliability will be based on components and systems designed by major world class suppliers. Above all, Laraki cars will be exclusive. In this field Laraki will be differentiated by targeting the lifestyle associated with the customers, while bringing class-matching characteristics of handling, comfort and reliability with very high performance. With these principal attributes, Laraki cars will complement and enhance the lifestyle characteristics of the potential buyers.

Laraki Automobiles plans to be a fully fledged car manufacturer to fulfil this market for a new supercar brand. Laraki cars are aimed at exclusive purchasers, designed to meet their particular needs, and priced accordingly. These price levels will ensure exclusivity, and provide the basis for a highly profitable business.

Strategy and vision

The Laraki brand is epitomised by Dubai, where the car will be assembled. Dubai stands out as by far the fastest growing and one of the most progressive and glamorous cities in the world today with a reputation for high profile international projects. Laraki Automobiles will be based in the Dubai free trade zone, positioned in the geographical centre of the world supercar markets. Dubai portrays the Laraki brand image by spectacular growth, style, universal high quality and as a technology centre for the Arab world.

The Laraki vision sets out the production facility as its showcase and integrates this with a factory showroom. The assembly process will be a reflection of the Laraki brand, innovative and different but with the quality and care expected of exclusive products.

The assembly facility and showroom will be adjacent to the Dubai motor race track, with its own entry to allow customers unique access for test drives and demonstrations.

The showroom and assembly facility will be separated by a glass wall, allowing customers to appreciate the care taken in assembling their car.



Impression of the Laraki facility at Dubai Autodrome

Supercars for exclusive people

“We believe that with our development strategy we are able to make Laraki Automobiles S.A. a profitable business in a demanding market.

We believe that with an attractive design, user-friendly comfortable super cars having high technology features which enhance practicality, and excellent manufacturing process, we can transfer our passion to our customers and take a competitive position in the market.”

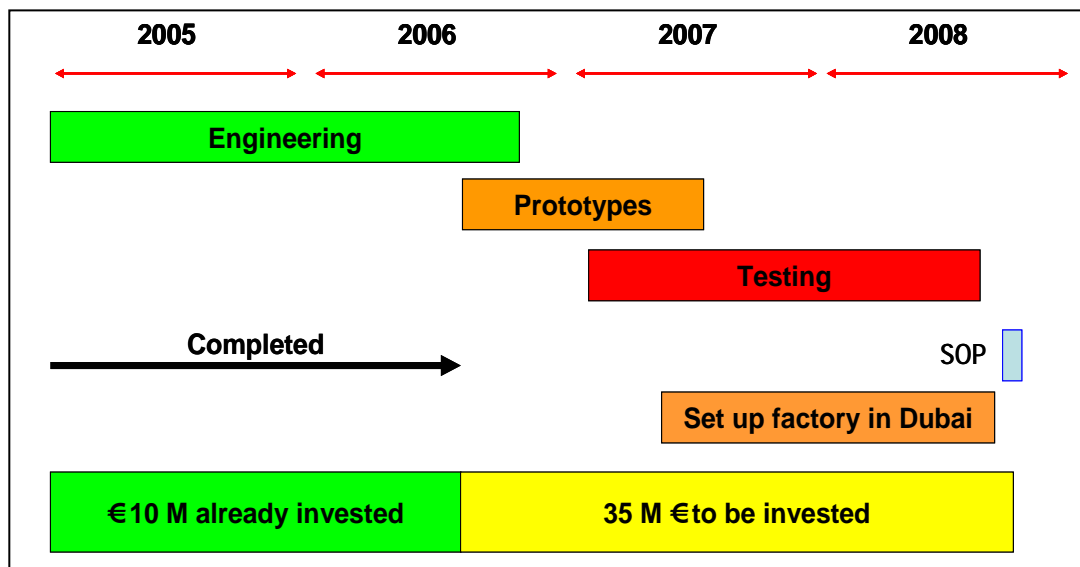
Abdessalam Laraki

Laraki Group

The Laraki Group, owned by the Laraki family, has become a major player in the Moroccan economy, operating from headquarters in Casablanca. The Laraki Group is firmly established in the automotive and fishing industries.

Laraki Group have invested some €10m in the project so far, which has established market research, product design, and the engagement of major partners, ready for commitment to the prototype programme and setting-up the manufacturing facility.

The project requires further investment of €29m to complete the development phase to start of production, which is planned for 2008, and €5.9m for the land and facilities in Dubai, a total of €35.1m.



Laraki brand

Attributes of the Laraki Automobiles brand may be illustrated by the following:-

- exclusive, having values not recognised by all
- subtleties and depth, not extremes
- exotic but refined
- fast but not frantic
- determined, but not impolite
- stylish not aggressive
- design led, intelligent, reasoned
- luxury you expect but not soft
- 'the velvet glove on an iron fist'
- performance without the sharp edged character of less refined competitors
- elegant, serious performance

The Laraki Brand is already associated with the most progressive designs of super-yachts, and will become associated with other exclusive brands in noncompeting industries.

Potential partners which are complementary in an ideal way in their sector and context of life style will come from industries such as:

- Hotels
- Fashion
- Yachts

LARAKI FULGURA

Outline specification



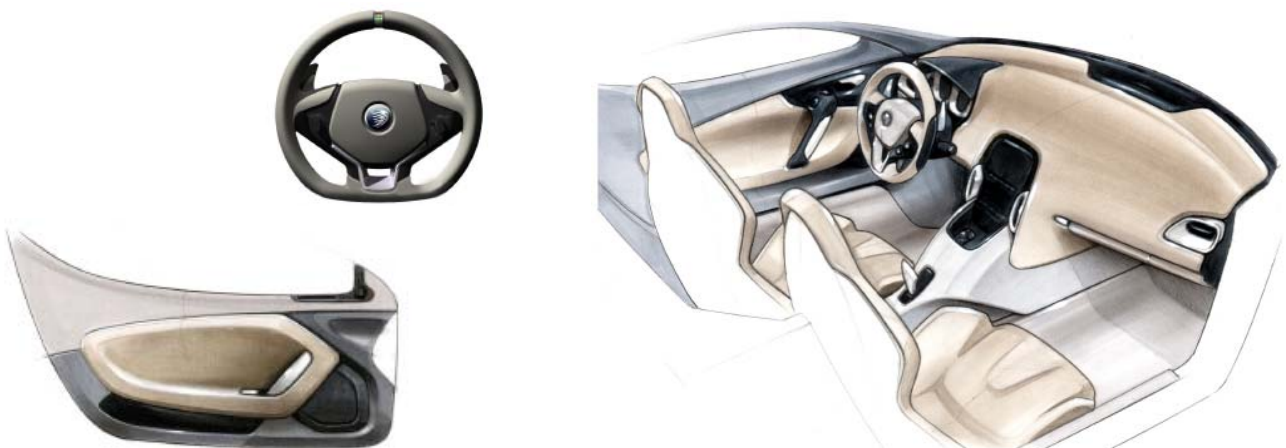
WEIGHT AND DIMENSIONS		ENGINE AND TRANSMISSION		PERFORMANCE	
Dry weight	1250 kg	Max output	730 hp	Max speed	350km/h
Length	4440 mm	Max torque	1100 Nm	Acceleration 0-100km/h	3.4s
Width	2065 mm	Capacity	6000 cc	Weight to power ratio	1.7kg/hp
Height	1200 mm	Cylinders	12 (turbocharged)		
Wheel base	2700 mm	Gearbox	7 Speed (+reverse)		
Fuel capacity	90 l				

Technical development

A prototype Fulgura supercar was first announced to the public at the 2003 Geneva and Abu Dhabi motor shows. The model went through several different design phases as the concept was tested and developed. 2004 was a year of recognition for the redefined Fulgura. It was highlighted at the 2004 Paris motor show where it received an extremely positive response. Laraki also exhibited at the Geneva motor show alongside world renowned luxury car companies, and received substantial interest from local regional and international media.

In 2005 highly reputed key partners contracted with the Laraki Group to move the project forward from an initial design concept to a project that is planned to result in the world's most exclusive car.

The Fulgura is now in the final stages of development. The Laraki Group has created Emirates Automotives and is now ready to locate in the UAE. After much research, Laraki has selected Dubai as the ideal location for Emirates Automotive Park and Laraki Automobiles.



Management

The management team of Laraki Automobiles is a highly skilled, intelligent group of individuals with key expertise and a passion for the work they do.

The management team members are innovative, creative individuals that work in a fast-paced environment. The core management team of Laraki Automotive incorporates highly specialised and technical individuals:-

Abdessalam Laraki designer

Abdessalam Laraki is responsible for the concept of the Laraki brand and the design of Laraki automobiles. He studied at Art Centre Europe, Vevey, the L'Yer College of Issy-les-Moulineaux, and automotive design under Franco Sbarro in Switzerland and has established a dramatic reputation in the field of yacht design. Previous projects include commissions to design super yachts for Espen Oino (Antibes) and others, and car interiors for automotive suppliers.

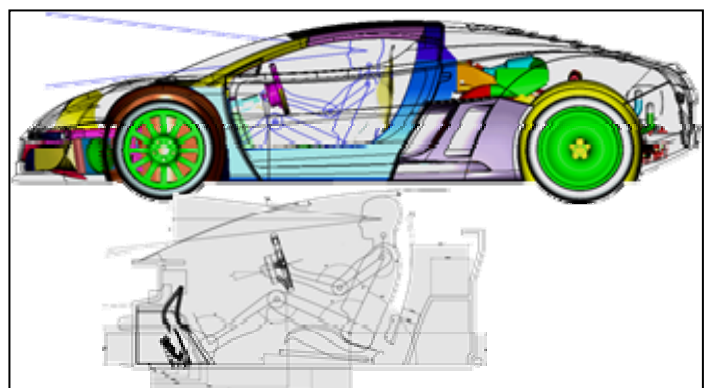
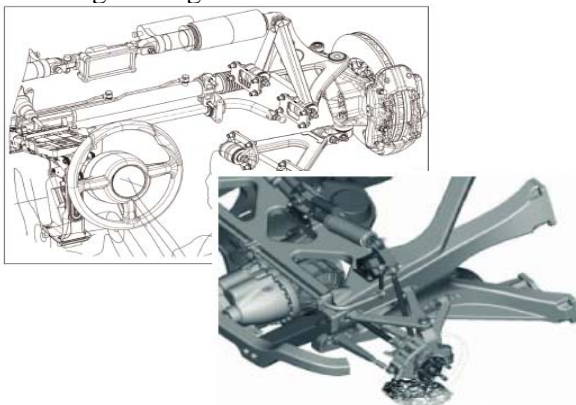


Abdelsslam Laraki designs mega yachts



Technical director

Dr Peter Tutzer: Dr Tutzer has a PhD in mechanical engineering from the Institute Industriale Galileo Galilei and is a specialist in high performance car development. Before joining the Laraki Group as a technical director, Dr Tutzer was technical director for Bugatti automobiles. He is the 'father' of the Bugatti Veyron car and brings full knowledge of all the technical issues which were successfully achieved in the design, development and proving of the car. Prior to this he was technical director for Porsche and spent two years as a technical director for BMS-Scuderia Italia Formula 1 and Super Touring Car teams. Dr Tutzer also worked on the development of other cars in this select category, including the Pagani Zonda.



Overall package and ergonomics



ARP Associates

The ARP Associates team are specialists in the premier niche vehicle industry, with experience of delivering vehicle programmes from concept to production, and beyond, for the world’s major car makers, including Aston Martin, Ford, General Motors and Lotus.

The team has particular expertise and contacts from many years experience in the specialist car industry, and understands the business case drivers, investment decisions and key subject areas surrounding the technologies necessary to succeed in low volume, niche vehicle manufacturing.

With many decades of executive and senior management experience across the entire automotive value chain, covering projects from major vehicle strategic planning through to supplier development, ARP brings immense industry experience, knowledge and contacts to any automotive or high technology business issue.

Established for over 15 years, ARP are independent business advisors and specialists in achieving increased company value through combinations of hands-on development, growth, and planned exit route. ARP works with organisations of all sizes; top-flight global corporations, major national businesses, and entrepreneurial start-ups, and has particular expertise in strategic and operational development within many industries.

ARP Chairman Terry Playle has been chairman of many public quoted companies, and worked with Lotus Cars from 1997 – 2002. He became Chairman of Lotus Cars in 2000.

LARAKI BORAK

The Laraki Borak will follow after the introduction of the Fulgura, and will appeal to a related, but different sub-sector of this market, at a slightly less exclusive price, and fully conforming to Laraki brand values. Borak is planned to be built with alternative advanced materials to reduce costs, and retain the desired level of exclusivity and performance.

WEIGHT AND DIMENSIONS		ENGINE AND TRANSMISSION		PERFORMANCE	
Dry weight kg	1500	Max output hp	540	Max speed km/h	310
Length mm	4825	Max. torque Nm	750	Acceleration 0-100 Km/h	4,5s
Width mm	1990	Capacity CCM	6000	Weight to power ratio kg/hp	2.8
Height mm	1250	Cylinders	8		
Wheel base mm	2800	Gearbox	7 Speed (+reverse)		
Fuel capacity l	90				

