



To the media

Press release

Successful start-up company in the luxurious transport industry from Switzerland:
Edel & Stark Group – the Swiss luxury car hirer opens new office in Dubai

(Dubai, 05.05.2017) After the opening of new locations in Munich, Germany in March 2014 and in Nice, France in January 2015, the opening of a new office in Dubai followed in April 2017. The Edel & Stark Group finances the strategic expansion of the branch network with a long-term investment of a sports car enthusiast and visionary as well as through the corporation with a local partner in the United Arab Emirates.

The Edel & Stark Group originated as a start-up company in Switzerland in June 2011, supported by a local university. After three years of development, the company opened a second office in Munich to cover German and Austrian markets as well. The branch in Nice, France was the result of an expansion into the South European luxury car rental market. Consequently, the Edel & Stark Group can access an attractive and diverse fleet of 55 vehicles in Switzerland and over 30 vehicles in Germany and France.

The combination of Swiss and Emirati visions, fueled by long-term investments by a private sports car enthusiast and visionary, resulted in the opening of the E and S Luxury Car Rental L.L.C. on the 25th of April 2017 in the highly competitive but booming market of the United Arab Emirates. The company enters the branch of sports car and limousine rental in Dubai. At

the same time, affluent customers of nearby countries including Saudi Arabia, Qatar and Bahrain will be targeted for the Swiss and German markets.

Dubai attracts more than double the overnight hotel stays compared to the capital Abu Dhabi (28 million in 2016) and has the seventh-highest foreign direct investments of all cities worldwide. In addition, the city is renowned for being the center of car trade in Middle East and Asia. For these reasons, Dubai was chosen over the capital as office location.

In a next step, chauffeured transportation services will be established in Dubai, just like they are available in Europe. The second focus will be sports car tours, as they enjoy growing popularity and represent profitable sources of revenue.

„The Middle East offers a lot of potential“, the Regional Manager Ms. Gunda Beeler explains. “Even before the operational market entrance of E and S Luxury Car Rental, we already received promising collaboration offers and inquiries from potential customers, with an upward trend. Therefore, we have an excited and positive outlook on the future.“

There are no plans for an immediate further expansion in the Middle East yet. However, it remains an option based on the company results in the United Arab Emirates.

Edel & Stark AG

For further advice and information:

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*(*Edel & Stark, a company specialized in luxury car hire, limousine services and the organization of sports car tours continually developed their product portfolio over the past few*

years: exclusive convertibles, powerful all-terrain vehicles and racy sports cars. With constant access to over 90 luxury cars, every customer request will be excelled. From office in Dubai, additional top-class services in the sector of luxury transportation besides the classic rental business are performed. More information about the Edel & Stark Group and E and S Luxury Car Rental LLC: www.edelstark.com).

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