

EXEED ET8 Accelerates Global Expansion as the Middle East Welcomes a Full-Size Six-Seat Flagship SUV

,English,Qatar - قطر,Snippets



Doha, Qatar-July 11, 2026- Silver Lake Motors – a subsidiary of **Al Mana Holding**, announced **EXEED**'s first full-size six-seat SUV, the **ET8**, which is set to make its Middle Eastern debut this October.

According to industry reports, the Gulf region's automotive market records annual sales of approximately 1.3 million vehicles, with full-size SUVs continuing to dominate the premium segment. Across the region, customers increasingly seek vehicles that seamlessly combine commanding road presence, refined craftsmanship, advanced technologies and exceptional comfort to accommodate both family lifestyles and professional engagements. Developed as **EXEED's new flagship SUV, the ET8** answers these evolving expectations with an uncompromising blend of sophisticated design, intelligent innovation and elevated comfort.

Moncef Ahabchane, Chief Operating Officer, Silver Lake Motors, said, "The introduction of the **EXEED ET8** marks another important milestone in **EXEED's** journey in Qatar and reinforces our commitment to bringing the brand's latest global innovations to customers in the local market. Large SUVs continue to be the preferred choice for many families and professionals across Qatar, where adaptability, refinement and premium experiences are highly valued. The **ET8** has been designed to meet these expectations, offering exceptional comfort, advanced intelligent technologies and an elegant presence that complements today's lifestyle. We are confident it will further strengthen **EXEED's** growing position in the premium SUV segment while delivering an ownership experience that reflects the quality and service our customers have come to expect from **Silver Lake Motors.**"

With an imposing length of 5,205 mm and an expansive 3,120 mm wheelbase, the **ET8** makes an immediate statement through its confident proportions and commanding stance. Its meticulously sculpted exterior, bold front fascia and precisely executed design details establish a strong visual identity while providing the ideal foundation for a spacious three-row, six-seat configuration that balances elegance with everyday practicality.

Rather than relying on overly dramatic styling cues, the **ET8** embraces a timeless design philosophy where confidence is expressed through clean surfaces, balanced proportions and understated sophistication. Every element has been carefully considered to create a harmonious exterior that reflects modern luxury while preserving the commanding

character expected of a flagship SUV. Whether arriving at a business meeting, navigating the city's streets or setting off on a family escape, the **ET8** projects effortless distinction in every setting.

Inside, the **ET8** has been thoughtfully engineered to transform every journey into a first-class travel experience. Its premium six-seat layout provides each occupant with generous personal space, while the second-row zero-gravity seats, one-touch bed mode and intelligent chiller and warmer compartment elevate comfort to a new level. Designed around the lifestyles of modern Middle Eastern families, the cabin effortlessly adapts to daily commutes, executive transfers and extended road trips, ensuring every passenger enjoys exceptional relaxation throughout the journey.

The intelligent cabin further enhances the experience through a seamlessly integrated four-screen digital ecosystem that keeps every occupant connected, informed and entertained. Complemented by the premium **Boya Zhiyin** audio system and outstanding noise insulation, the ET8 delivers an immersive atmosphere that rivals the comfort and tranquillity of an executive lounge. Every detail has been designed to create a refined environment where technology, luxury and wellbeing coexist in perfect harmony.

The **ET8** also represents another significant milestone in **EXEED's** global growth strategy as the brand continues to strengthen its presence across international markets. Reinforcing its commitment to building meaningful relationships with customers beyond the product itself, **EXEED** continues to engage automotive enthusiasts worldwide through its global football viewing campaign, "**To What Comes Next**". Following its Middle East debut this October across Qatar, the UAE, Saudi Arabia, Kuwait and Egypt, the ET8 will continue its international expansion into Eastern Europe later this year before entering European Union markets in 2027.

Further enhancing its intelligent mobility offering, **EXEED's Super Intelligent Valet Parking (SIVP)** technology is set to undergo extensive real-world validation in the Middle East under extreme climate and road conditions ahead of its introduction on the **EXEED ET 2026**, in the future. Powered by advanced AI, **SIVP** transforms parking

into a fully autonomous experience by seamlessly integrating intelligent valet parking, AI vehicle pick-up and one-touch vehicle recall. Drivers can simply leave the vehicle at a designated drop-off point while it independently searches for and parks in an available space before returning to a pre-selected pick-up location when summoned through the mobile app. Even within complex multi-level parking facilities, the vehicle intelligently navigates its surroundings, responds to pedestrians and moving traffic in real time, and precisely locates its owner with minimal intervention. Developed to address the evolving needs of modern drivers, particularly in the Middle East's expansive commercial destinations and extreme summer temperatures, **Super Intelligent Valet Parking** delivers a smarter, more convenient and effortless ownership experience, allowing drivers to avoid long walks, minimize parking stress and step into a pre-conditioned cabin ready for every journey.

Customers can explore the **EXEED** lineup by visiting the flagship showrooms in **West Walk**, a symbol of sophistication and elegance. For more information or to arrange your test drive, stop by the **EXEED** showroom or call 800 1115.

Post Date: July 12, 2026 PDF Created On: Mon, Jul 27 2026 01:30:48 am

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