

## Qatar Set to Ignite Women's Empowerment at Abaya Rally



Published on May 12, 2025

Document Date: Tue, Mar 24 2026 06:15:07 pm

Category: ,English,Qatar - ,Snippets

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*Over 100 Women Gear Up for a Groundbreaking All-Women Drive Experience at Lusail International Circuit in Abayas*

**Doha, Qatar – May 12, 2025:** The Abaya Rally is set to debut in Qatar on **May 24, 2025**, bringing with it a powerful celebration of women, identity, and drive at the iconic **Lusail International**

**Circuit.** Following successful four editions in the UAE, this unique event arrives in Doha with renewed energy, aligning with Qatar's bold strides toward gender equality and empowerment under **Vision 2030**.

Empowerment is at the heart of Qatar's national vision, championed by the leadership of **Her Highness Sheikha Moza bint Nasser**, and Abaya Rally beautifully mirrors this ambition. The event shines a spotlight on women's capabilities, leadership, and contribution to shaping an inclusive and progressive society.

Organized by **Orbit Events**, Abaya Rally Qatar is more than a rally – it's a movement. Over 150 women from across the region will don their abayas and take to the track in a powerful symbol of strength, style, and unity. From supercars and sports cars to 4x4s, participants will showcase not just horsepower – but the unstoppable spirit of today's women.

This year's edition also introduces an exhilarating experience, themed "*Abayas, Heels & Horsepower*" – offering adrenaline-fueled moments that blend glamour with grit. "Invest in Women: Accelerate Progress" is the guiding message, reinforcing the event's commitment to uplifting women while celebrating individuality, ambition, and collective success.

The evening will feature:

- Red Carpet Welcome
- Lusail track Drive Experience for women
- Empowering Panel Discussions featuring changemakers and thought leaders
- Modest Fashion Show that reimagines the Abaya for the modern woman

“We’re honored to celebrate the strength and achievements of women in Qatar through the Abaya Rally,” said Pragna Vaya, Managing Director of Orbit Events. “This event unites women from all walks of life, proving they can drive change while enjoying the thrill of the journey. Qatar provides the perfect backdrop to amplify this message.”

The Abaya, a symbol of modesty, culture, and confidence, takes center stage – not just as attire, but as a statement of purpose. Abaya Rally Qatar is a fusion of identity, progress, and empowerment, steering the narrative forward for women in the region.

For more information about the event or collaboration opportunities contact Simon / Pragna

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