
Blue Lake Motors Launches RIDDARA, Qatar's First Electric Pickup Brand



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- *High-profile event at Mondrian Doha marks the official brand debut, following the successful unveiling of the RD6—Qatar's first premium all-electric 4×4 pickup.*

Doha, Qatar, June 2, 2025: Blue Lake Motors, a subsidiary of Al Mana Holding, has officially launched **RIDDARA**—the first electric pickup truck brand in Qatar—at a high-profile event held at the **Mondrian Doha**, attended by distinguished clients, media representatives, and key industry stakeholders.

At the heart of the event was the **RIDDARA RD6**, showcased in both dynamic and immersive settings. Inside the ballroom, two RD6 pickups took center stage. One was fully outfitted as a mobile campsite—featuring camping gear, ambient lighting, a refrigerator powered directly by the vehicle, and a traditional Arabic coffee setup prepared live on-site, with all appliances and equipment drawing power from the **RD6** itself. The second pickup was transformed into a high-energy DJ booth, also entirely powered by the vehicle, demonstrating its robust electrical capabilities and lifestyle versatility.

Outside the venue, three **RD6** pickups were made available for test drives, giving guests—including clients, media, and industry partners—the opportunity to experience firsthand

the vehicle's impressive performance, comfort, and off-road capabilities. Expert sales consultants were on hand to provide guidance and showcase the various features and configurations of the RD6, highlighting its unique blend of utility, innovation, and electric power.

This landmark event marks a significant milestone for both the brand and the region's automotive landscape. **RIDDARA** enters the Qatari market with a bold vision for intelligent, sustainable, and outdoor-focused mobility. Earlier this year, **Blue Lake Motors** unveiled the **RIDDARA RD6**—Qatar's first premium all-electric 4×4 pickup—during an exclusive desert showcase, highlighting its groundbreaking features and off-road capabilities.

The RD6 is engineered on Geely Riddara's innovative M.A.P. (Multiplex Attached Platform)—the first pickup platform in China to support fully electric, hybrid and extended-range powertrains. This platform enables the RD6 to deliver a driving experience on par with premium SUVs in comfort and quietness, while retaining the strength and utility expected from a pickup. Its dual-motor all-wheel-drive system delivers a combined 315 kW and 595 Nm of torque, achieving 0–100 km/h in just 4.5 seconds. With a 3,500 kg towing capacity and 1,030 kg payload rating, the RD6 sets

a new benchmark in the electric pickup segment.

Jaycee Li, Director of RIDDARA Middle East, expressed his excitement during the launch:

“I’m thrilled to be in beautiful Qatar for the official debut of **RIDDARA and our RD6 pickup**. The **RD6** brings a fresh, all-electric, and highly versatile driving experience to the Qatari market. This milestone wouldn’t have been possible without our partner, **Blue Lake Motors W.L.L.**, whose leadership in Qatar’s automotive industry makes them the perfect collaborator. Together, we are ushering in a new era of electric mobility in the region.”

Christopher Preston, Executive Director of Al Mana Holding, said: “We are proud to partner with **RIDDARA** to introduce this groundbreaking brand to Qatar. As the nation’s first electric pickup truck, **RIDDARA** redefines the segment. Today’s event showcased not only the power and versatility of the **RD6**, but also our collective vision for a sustainable and innovative automotive future for Qatar. With **RIDDARA**, we are delivering world-class electric mobility tailored to our market’s unique needs.”

As the only electric pickup truck brand under **Geely Auto Group**—a Fortune Global 500 leader in global mobility—**RIDDARA** blends cutting-edge EV technology with a passion for the outdoors.

Geely Holding Group, headquartered in Hangzhou, oversees several leading automotive brands, including Geely Auto and ZEEKR, and plays an active role in driving innovation and market competition worldwide.

Inspired by the Icelandic word for “**rider**” or “**knight**,” the **RIDDARA** name encapsulates its mission to empower modern adventurers and urban explorers with vehicles that seamlessly unite city convenience and off-road readiness.

With **RIDDARA** now officially launched, Qatari consumers can experience a new standard in electric mobility—combining the utility of a pickup, the comfort of an SUV, and the environmental responsibility of a zero-emission vehicle.

For more information, visit our flagship showroom at **Barwa Commercial Avenue** or contact us on **8000606**.