

Silver Lake Motors' EXEED and EXEED EXLANTIX Secure Two Major Wins at Qatar Car of the Year 2025



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Doha, Qatar-December 29, 2025- Silver Lake Motors – a subsidiary of Al Mana Holding, announced a major achievement for EXEED at the Qatar Car of the Year (QCOTY) 2025 awards ceremony, held at Raffles Doha and organised by Maqina Middle East.

At the prestigious ceremony, **EXEED** was recognised with two significant awards that highlight its leadership in premium electrified mobility. The **EXEED RX PHEV** was named **Best Plug-In Hybrid Electric Vehicle (PHEV)**, while the **EXLANTIX ET REEV** received the title of **Best Premium Range-Extended Electric Vehicle (REEV)**, underscoring the brand's technological depth and future-ready product strategy.

Recognised as one of the most respected automotive accolades in the country, **Qatar Car of the Year** honours excellence, innovation, safety, and performance across the automotive industry.

The awards are widely regarded as a benchmark for the best vehicles available in the Qatari market, celebrating models that respond to the evolving mobility needs and lifestyle expectations of drivers in Qatar.

The recognition of the **EXEED RX PHEV** reflects its success in combining electrified efficiency with refined performance, premium comfort, and everyday practicality—qualities that resonate strongly with Qatari customers seeking sustainable mobility without compromise. Meanwhile, the **EXLANTIX ET REEV** stood out for its advanced range-extended electric technology, long-distance capability, and high-end craftsmanship, redefining expectations within the premium electric vehicle segment.

Moncef Ahabchane, Chief Operating Officer, Silver Lake Motors, said, “Receiving two major awards at the **Qatar Car of the Year 2025**, is a proud moment for **Silver Lake Motors** and **Al Mana Holding**, and a strong endorsement of the **EXEED** brand in Qatar. These honours reflect the sophistication of the Qatari market, where customers increasingly value innovation, intelligent technology, and premium quality. The recognition of both the **EXEED RX PHEV** and the **EXLANTIX ET REEV** confirms that our approach—introducing advanced, electrified vehicles tailored to local driving needs and lifestyle expectations—is the right one. As Qatar continues its journey towards sustainable and smart mobility, we remain committed to offering vehicles that combine performance, comfort, and forward-thinking technology.”

Features

The **EXLANTIX ET SUV** will be offered in both **pure electric (BEV)** and **range-extended electric (REEV)** versions. The REEV model delivers a remarkable combined driving range of over **1,300 km**, making it particularly suitable for long trips across the GCC. Fast-charging capability allows the battery to charge from 20% to 80% in under 20 minutes. High-output all-wheel-drive variants deliver strong performance with advanced torque distribution for stability on both highways and off-road environments. The ET also supports multiple drive modes—including sand/off-road settings—making it ready for mixed driving needs.

Inside, the **ET** is designed to offer a **luxury and health-focused cabin**, featuring eco-friendly materials, a 5A-rated healthy cabin environment, and advanced air purification systems capable of filtering ultrafine particles. The seats are finished in premium materials and offer ventilation, heating, multi-position adjustment, and massage functions. Noise-reduction engineering, including acoustic glass and triple door seals, ensures that the cabin remains quiet even at speed—enhancing comfort for long-distance travel or daily commutes. These comfort-focused features have been tailored to meet the expectations of Middle Eastern customers, who face high temperatures and dusty driving conditions.

The **EXEED RX PHEV**'s passive safety credentials were particularly notable. A robust body shell, high roof-crush resistance (up to 10 tons), and strategic use of hot-stamped steel deliver superior protection. Its performance in the 50% offset deformable barrier test showcased minimal cabin intrusion and excellent lower-body protection for passengers.

Child protection also scored high thanks to ISOFIX anchors, i-Size-compatible seating, and features rarely found in its class—such as child presence detection and front-passenger airbag deactivation for rear-facing child seats. In collision simulations involving 6- and 10-year-old dummies, the **EXEED RX PHEV** achieved full marks, reaffirming its suitability for family use.

Equally impressive was the **EXEED RX PHEV**'s active safety suite, which includes 18 advanced driver assistance features. These systems earned the vehicle an 81% rating for vulnerable road user protection, reflecting its strong performance in pedestrian and cyclist avoidance scenarios. Of particular note was its "dooring" prevention system, which actively detects approaching cyclists before occupants open doors. In motorcycle AEB testing, the system scored flawlessly, ensuring class-leading protection in dynamic urban environments.

In the Safety Assist category, the **EXEED RX PHEV** scored 80%, aided by high-performing lane-keeping support, intelligent speed limit recognition, and a fatigue monitoring system that uses eye-tracking to identify drowsy or distracted drivers. This focus on proactive safety highlights **EXEED**'s commitment to smarter, safer driving.

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.