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DUBAI SEES FIRST EVER SKI STUNT WITH SUPERCAR BLONDIE

ITP Live influencer and supercar fanatic Alex Hirschi (aka @SuperCarBlondie) pulled off Dubai's biggest ever ski stunt at Ski Dubai at the Mall of the Emirates in Dubai, with the support of Mazda and Continental Tires, and spearheaded by ITP Live.

The biggest on-piste ski stunt in the history of the UAE is now available to watch on Hirschi's YouTube channel (link below), which has almost 300,000 subscribers.

Hirschi began the stunt by towing Emirati professional skier, Hassan Fardan, to the top of Ski Dubai's artificial slopes in a Mazda CX-9 Signature Line SUV fitted with Continental Tires' specially-made snow tyres. She then drove to the bottom of the slope, while Fardan himself raced down. During the run, Fardan hit a jump and gained enough height to clear the Mazda SUV.

"We wanted to come up with an idea that would showcase just how innovative and cool Dubai is. After seeing the 'Jetman flying next to Emirates A380' stunt, we thought it would be possible to come up with another epic idea using an iconic location in the city. This is the first time anyone has used a car as an alternative to the ski lift, pulling a pro-skier on a tow rope behind the car all the way up the piste," explained Hirschi.

Hassan Fardan, the 19-year-old Emirati skier, was up for the challenge. "I love adventure sports and this idea seemed so cool to me that I didn't hesitate for a second before saying yes," said Hassan.

It took Hirschi and ITP Live one year to obtain various permissions and to bring together key partners such as Mall Of Emirates, Mazda U.A.E. and Continental Tires, who flew in special snow tyres from Germany on a private plane.

Galadari Automobiles, the sole distributor of Mazda in the U.A.E., were the first partners to come on board.

Axel Dreyer, General Manager, Galadari Automobiles said: "Following the trends of today we were looking for fresh new ideas to reach and engage with our audience in a whole new way."

"We are thrilled to work with Supercar Blondie and support her 'Out Of The Box' brave concept. Our flagship car, the New Mazda CX-9 Signature Line accepted the challenge and performed extremely well in the desert and as the first SUV it pulled a Pro Skier up the steep slopes of Ski Dubai proving that it is built to conquer any challenge in upmost luxury."

Ricardo Martins, Head of Marketing, Continental Middle East said: "It was a pleasure to be a part of and support this great activation at Ski Dubai. Continental offers a range of tyres suitable for all weather conditions and we were happy to be able to offer tyres equipped to tackle the snow."

You can watch the full stunt on Hirschi's YouTube Channel:
<https://www.youtube.com/watch?v=iEBnBYNfev8>

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Notes for Editors

Continental Corporation

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2017, Continental generated sales of around €44 billion and currently employs more than 240,000 people in 61 countries.

Continental ranks among the technology leaders in tyre production and offers a broad product range for passenger cars, commercial vehicles and two-wheelers. Through continuous investment in R&D, Continental makes a major contribution to safe, cost-effective and ecologically efficient mobility. The Tire division's portfolio includes services for the tyre trade and for fleet applications, as well as digital management systems for commercial vehicle tyres.

Mazda

The new Mazda CX-9 Signature Line SUV was the car used for Supercar Blondie stunt at Ski Dubai. CX-9 represents a capstone for the new generation of Mazda cars and crossovers and a high-end model indicating what is to come with innovative powertrains, engaging driving dynamics, premium quality and the evolution of the award-winning KODO—Soul of Motion design ethos. With those qualities, Mazda aims to build the most emotionally stirring, captivating vehicles in the industry, elevating its brand to new heights around the world.

About Galadari Automobiles Co. Ltd (GAL)

Having achieved great success for the Mazda Motor Corporation in the UAE for over 45 years, Galadari Automobile Co. Ltd. (GAL) is a leader in the automobile sector in the UAE with showrooms in Dubai, Abu Dhabi, Al Ain, Ras Al Khaimah and Fujairah. By providing world-class automotive products and ensuring high quality after-sales servicing and customer support, GAL has established a reputation as a pioneer in automotive sales and earned the trust of thousands of satisfied customers.

ITP Live

Launched in 2017, ITP Live is the region's largest full service social media and influencer marketing agency.

From exclusively managing digital content creators to conceptualizing and executing 360-degree influencer marketing campaigns for international and local brands, ITP Live is a dynamic new division of ITP Media Group.

In addition to creating ROI-focused influencer campaigns for its clients, the division is also responsible for organizing bespoke events with global influencers, including influencer marketing conferences with industry experts and hosting social media workshops, for aspiring content creators within the GCC.

The objectives of ITP Live are to extend the digital footprint of ITP Media Group as well as providing new content creation opportunities for commercial partners itp.live is the only regional source of news and information on social media and influencer marketing. www.itp.live