

# Press Release



AN EXCLUSIVE PNYG:COMPANY LICENSE

## The world's first Michael Schumacher World Champion Tower was today launched at Cityscape Dubai.

The Michael Schumacher World Champion Tower (MSWCT) will be located in a spectacular setting in the Central Business District of Reem Island, Abu Dhabi, capital of the United Arab Emirates. The wharf tower will emerge from the sea, integrated beautifully with the water on the seafront and comprise a luxury marina.

Developed by Marasi and PNYG:COMPANY, the tower will be an inspirational architectural landmark, epitomising the same fusion of high technology and human tenacity that powered Michael Schumacher to his sporting achievements.

Michael Kutschenreuter, Marasi CEO, said, "Marasi will specialise in providing solutions for people who wish to bring together their residential location and immediate access to their yachts. In the MSCWT cutting edge technology and beautiful design will merge to create a unique living community with a spectacular backdrop."

The MSWCT Reem Island, the first of many such projects to come for Marasi, will become one of the world's most coveted residential addresses, blending a unique wharf concept with unprecedented luxury living.

PNYG holds the exclusive rights to Michael Schumacher Branded Luxury Real Estate and, together with Marasi, have ensured that the MSWCT incorporates the qualities and values that made Michael Schumacher so successful as a racing driver. Every feature, from the building techniques used down to the smallest details contained within, have been designed to reflect the standards that made his racing career so successful.

Designed by PNYG:LAVA, PNYG:COMPANY's architectural division led by Chris Bosse and Tobias Walliser: renowned for their cutting edge organic approach to design. The MSWCT in Abu Dhabi will be the first of only seven such towers to be built around the world. The towers will represent each of the seven Formula One (F1) World Championship titles that Michael Schumacher won during his career.

Sales for the MSWCT will be handled by Deyaar. Markus Giebel, Deyaar CEO, said "Deyaar, as the Gulf region's fastest growing developer, is delighted to be associated with such a prestigious project. The MSWCT is a unique tower that provides a company like Deyaar with the perfect opportunity to enter the iconic building market."

In recognition of everyone's responsibility to the environment, the tower's ecological impact will be limited. In order to achieve as small a carbon footprint as possible Marasi will be employing the most conscientious and advanced methods available to date.

