



— PROFILE

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# ABOUT MAHARA

Established under Hwadi Company Ltd, Mahara was built on the passion of motorsports and entertainment and is considered the only one of its kind in the GCC.

Mahara was founded on bridging the gaps in the automotive industry circle. Covering education (theoretical and practical), vehicles readiness, racing, entertainment and marketing programs. Mahara has achieved global standards, world class competition levels, loyal team members, and is the source of information on all things automotive and motorsports in Saudi Arabia.

In its latest form, and in line with the QUALITY OF LIFE PROGRAM, Mahara aimed to integrate the passion of motorsports and entertainment by building a world class facility in Dammam that provides activities for the entire family.



02

# MAHARA SERVICES

▶ MOTORSPORTS EVENTS MANAGEMENT

▶ RACING EVENTS MANAGEMENT

▶ RACING TRAINING PROGRAMS

▶ RACING TEAMS MANAGEMENT

▶ OUR CHAMPIONS



# MOTORSPORTS *Events Management*

Mahara has the capability to manage large motorsport events from design all the way to execution and operations. Our team have managed several events in the past where two were to successfully break a new world records: the largest Tire Mark 2016 and the biggest Burnout in 2018. Other main events were:

**National Automobile Festival 2017**

**Test Drives for Car Dealers**

**Ford Women Driving Schools in Universities**

**Saudi Aramco Safety Driving Campaign**

**Hyundai Future Champion**

RECORD HOLDER







# *Racing Events* **MANAGEMENT**

Mahara has also the capability to design, execute and operate a racing event where it is more complex than a motorsport event as it involves setting up the track, preparing all safety measures and pit zones in addition to managing the actual race. Examples of our previous work are:

- EASTERN RALLY 2008 (LOCAL EDITION)
- EASTER RALLY 2010 (MIDDLE EAST ROUND)
- GYMKHANA SAUDI CHAMPIONSHIP 2013
- DRIFT FORCE CHAMPIONSHIP 2015 AND 2016
- SAUDI GT CHAMPIONSHIP 2017
- SAUDI TIME ATTACK CHAMPIONSHIP 2018
- WOMEN CIRCUIT MAHARA CHALLENGE 2018



# *Racing Training Programs*

Mahara racing training programs act as a gateway for motorsports enthusiasts to enter the professional racing world. Enthusiasts train under the instruction and guidance of experienced professionals behind the wheel of specially prepared vehicles; all within a controlled and safe environment. Our programs include:

- KARTING TRAINING PROGRAM
- DRIFTING ACADEMY
- CIRCUIT RACING PROGRAM
- RALLY AND OFFROAD EXPERIENCE
- DEFENSIVE AND OFFENSIVE DRIVING PROGRAM





# *Racing Team Management*

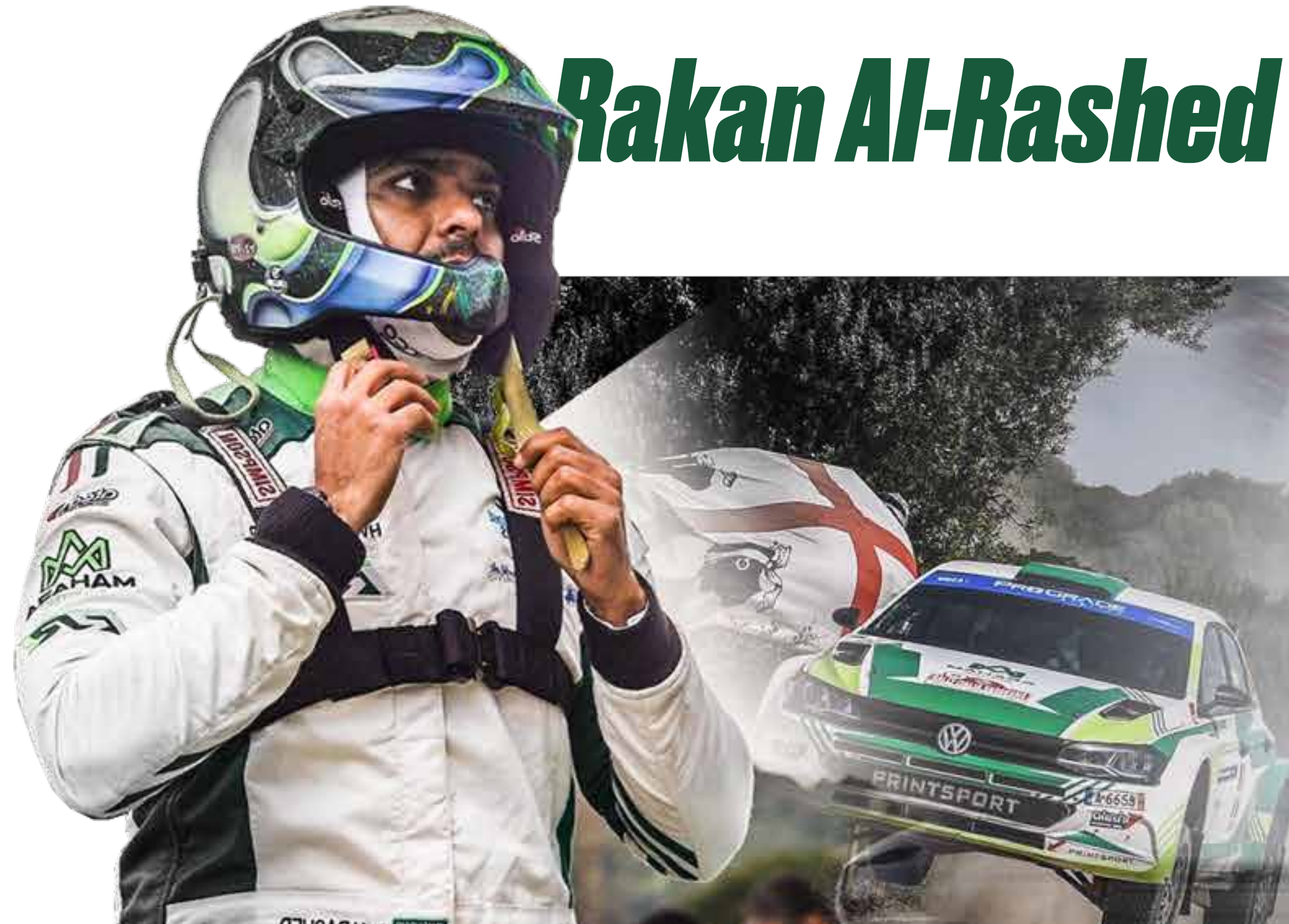
We are also proud to be managing professional racing teams who participate in local, regional and international competitions. Our services include, building up the racing cars, maintaining them and organizing all logistics associated with racing teams' management. We have managed several teams along the years and produced champions, the teams are:

- ALJAZIRAH FORD RACING (JFR) TEAM
- MAHARA RALLY TEAM
- MAJDOUIE RACING TEAM
- MAHARA DRIFTING TEAM
- UMA MOTOR SPORT
- NESCAFE RACING TEAM



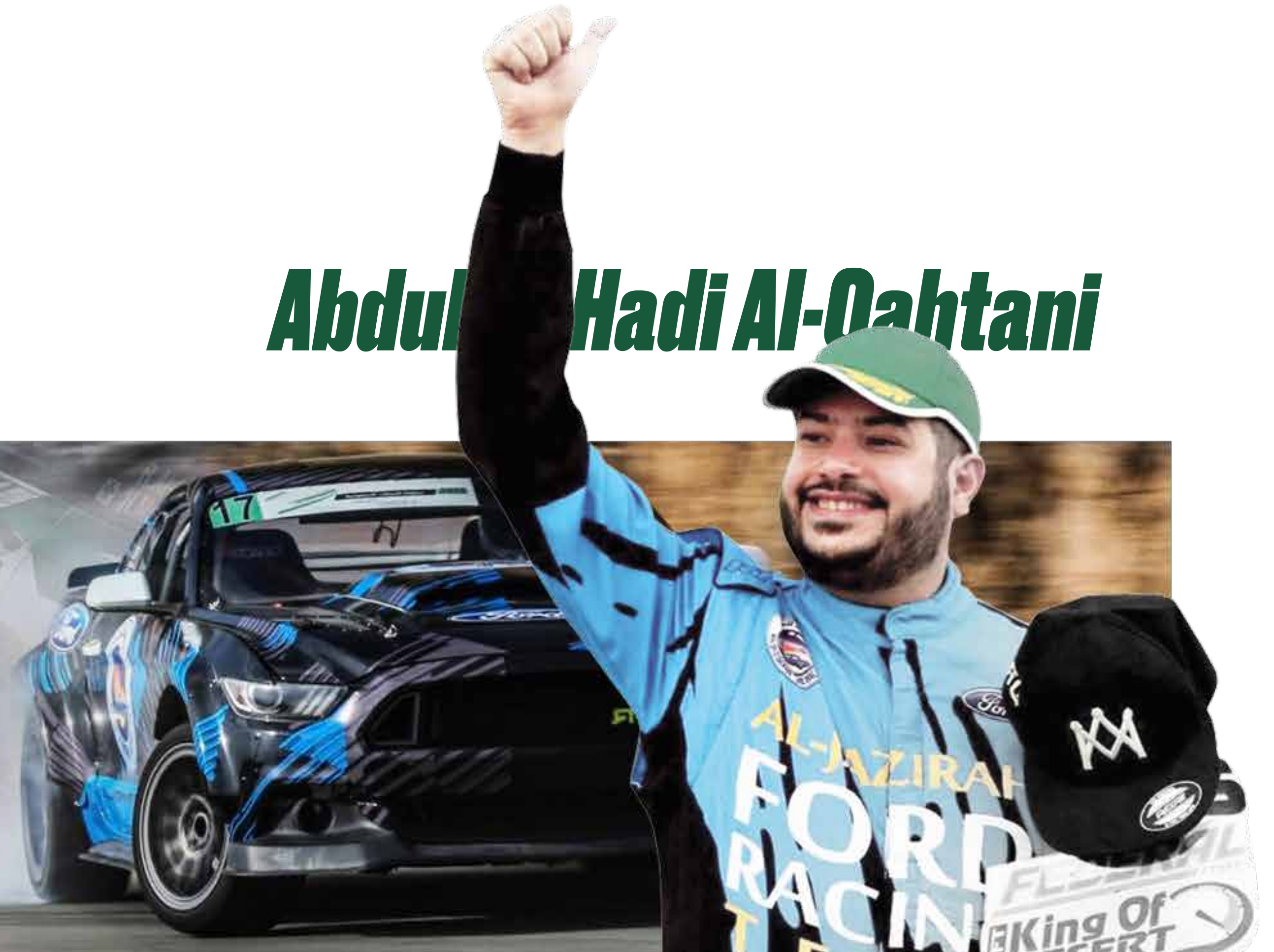


*Rakan Al-Rashed*



Driver in the World Rally Championship (WRC). He started his career as a driver for a Mahara team. He is now the only Saudi and Arab representative in WRC.

*Abdul Hadi Al-Oahtani*



The drifting king of the Middle East. The first Saudi and Arab to officially participate in the European drifting championship.

**OUR**  
**CHAMPIONS**





# Muath Alessa

**OUR**   
**CHAMPIONS**

One of the most prominent Saudi drivers, him and Abdulhadi dominated the regional drifting competitions winning 1st and 2nd place. He won 1st place in Riyadh Region championship as well as participated in breaking the world record.



## OUR CHAMPIONS



***Khadija Sindi***

A product of Mahara Karting Challenge where she won 1st place in 2019. She went on to participate and win in many more karting races and championship across the kingdom.

***Talal Alassmi***

A local champion sponsored by Mahara. Won several competitions including 1st place in AlBaha Hill Climbing Championship in 2018-2019 and 1st place in Time Attack Toyota Championship in 2022.



# 03 MAHARA KARTING

- ▀ OUR FACILITY
- ▀ MAHARA KARTING TRACK
- ▀ ADVENTURE GARAGE
- ▀ XATION
- ▀ DAWG & CO RESTAURANT
- ▀ SCHOOL TRIPS
- ▀ GROUPS & CORPORATE GATHERINGS
- ▀ CORPORATE SPECIAL EVENTS



# MAHARA KARTING

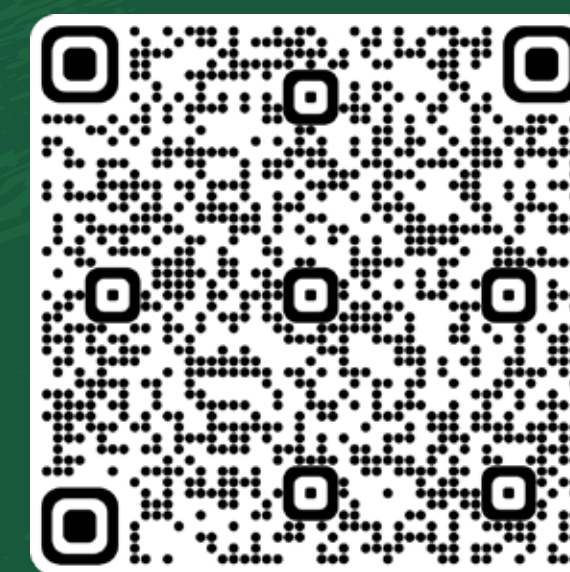


## Our Facility

Located in Dammam, our Mahara Karting facility is a destination for motorsport lovers and adventurers of all ages for a full day of fun. The three-story building features 4 distinct areas; Mahara Karting Track, Mahara Adventure Garage, Xation and Dawg&Co Restaurant & Party Rooms.

### Mahara Karting

#### LOCATION



SCAN ME





# Mahara **Karting Track**

Our track was built on international standards and equipped with top-of-the-line racing karts. The customizable track can be set with 12 different configurations to host karting, drift, autocross and regular car test drives. It offers people of all ages a chance to experience the thrill in a controlled and safe environment. We are able to host guests for arrive and drive, karting championships and leagues, corporate and family events as well as racing school training.

  maharakarting





**MAHARA KARTING**

**1KM LONG  
KARTING TRACK (ADULT)**

**350M LONG  
KARTING TRACK (KIDS)**

**MAHARA  
KARTING  
TRACK**





# MAHARA Adventure Garage

Located on the ground floor of our facility, this zone provides children as young as 2 years old a chance to enjoy themselves in a safe yet adventurous environment. Mahara Adventure Garage includes: big blocks, soft play, wall climbing, ninja course, trampoline and drift cars.





# MAHARA Adventure Garage



CLIMBING



NINJA COURSE



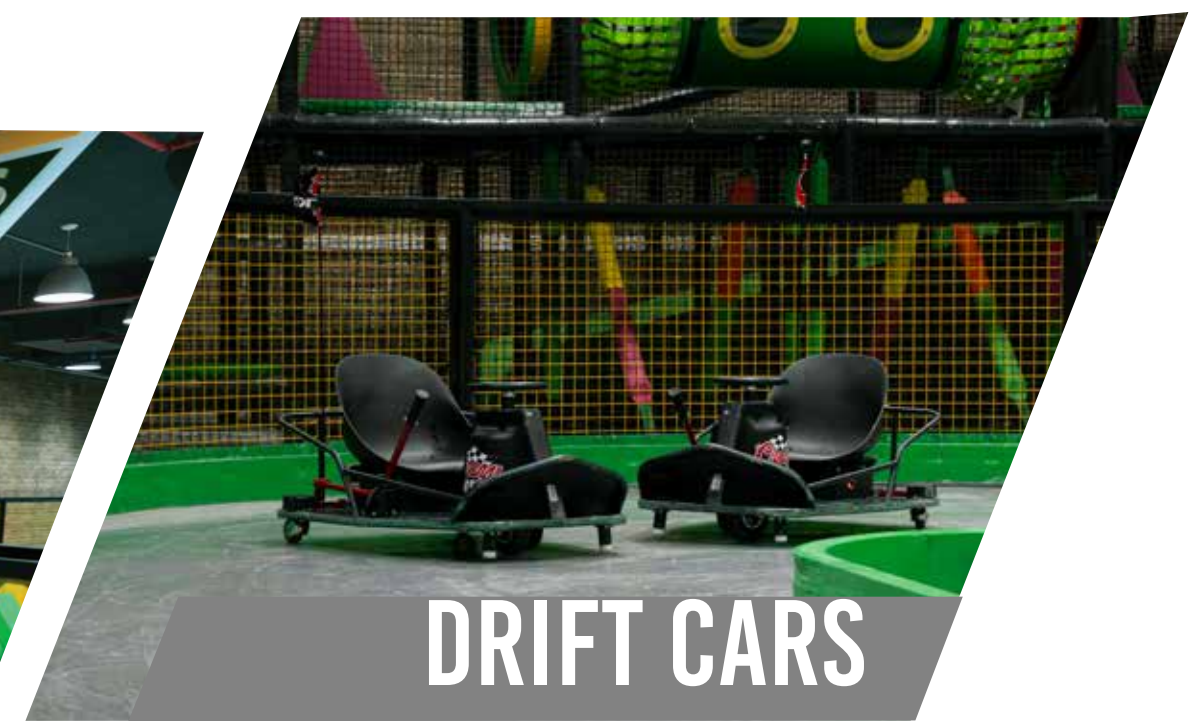
SOFT PLAY



TRAMPOLINE



BIG BLOCKS



DRIFT CARS



***A unique & fun custom  
Experience***







**X A T I O N**

Located in the lower ground floor of our facility, Xation is an arcade and gaming zone designed to cater for kids of 8 years and older. The zone is equipped with state-of-the-art Virtual Reality (VR) games, driving simulators and arcade games.

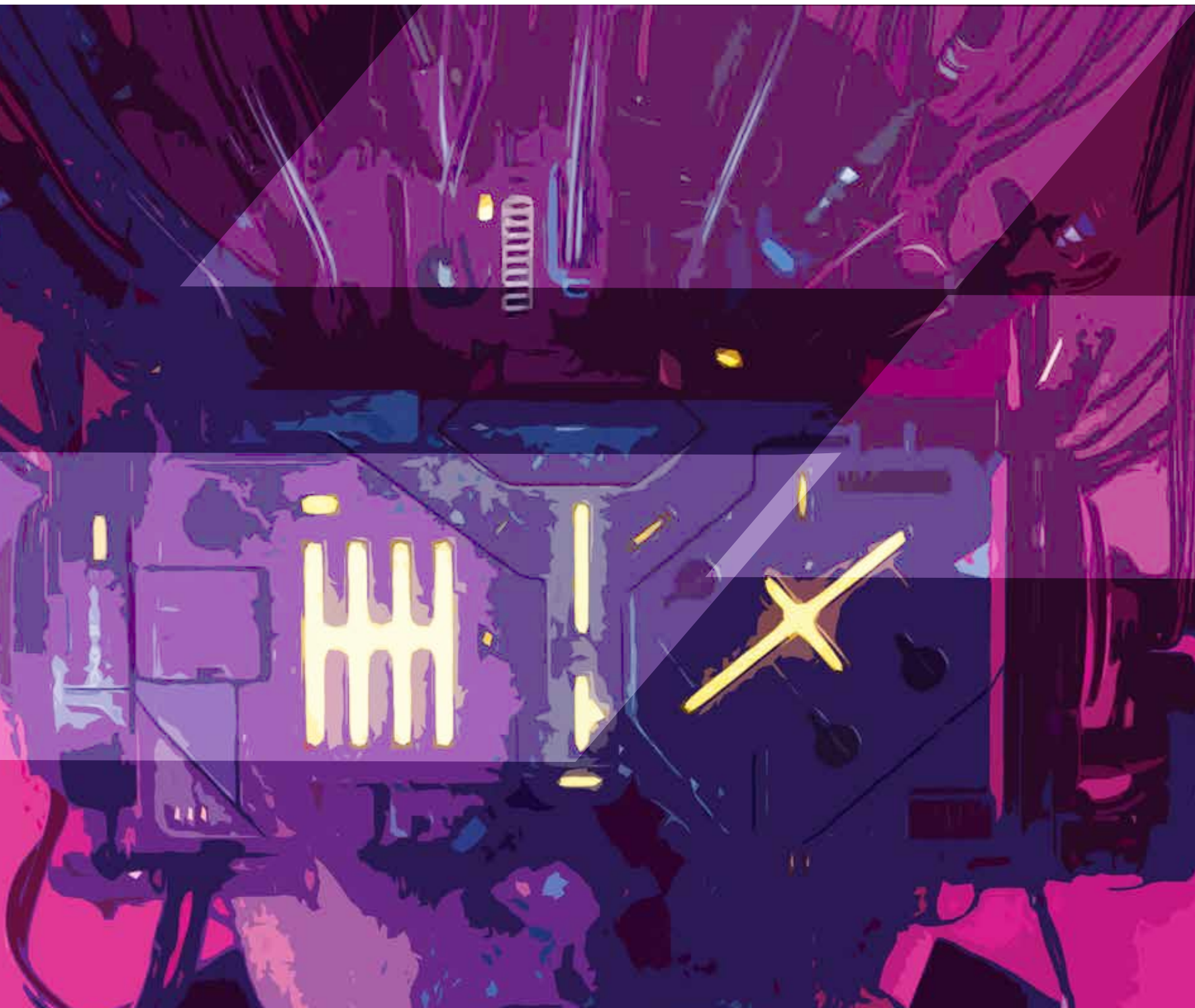


MAHARA **KARTING**



X A T I O N

*Live the Best VR and Arcade*  
**EXPERIENCE**







# DAWG & CO RESTAURANT

Located on the top floor, Dawg&Co restaurant completes the experience of fun and adventure with a satisfying meal at the end of a fun day. The restaurant is built on a cook-to-order concept offering gourmet hotdogs, burgers, sides, drinks and desserts to cater for the entire family. It is also equipped with screens to enjoy live sports in addition to private rooms to host parties and gatherings.







## SCHOOL TRIPS

Given our facilities diverse offering, we are able to host school trips outside our normal operating hours and customize the experience to include thrill, adventure and dining for different age groups.



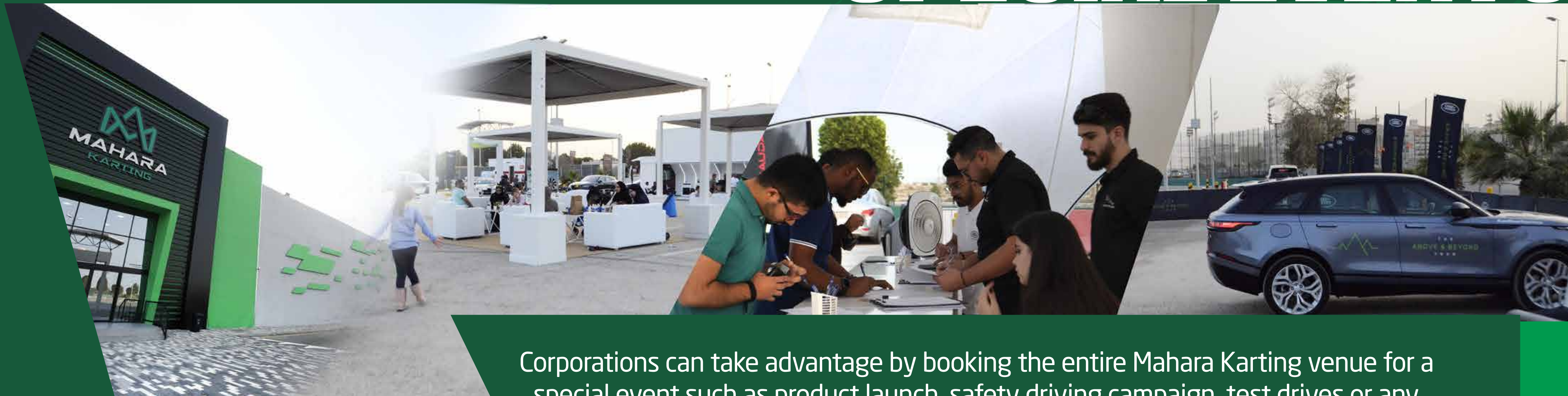
## Groups & Corporate Gatherings

We also offer local and international organizations, corporations and special groups a chance to host a full day of fun for its members/employees and their dependents for better team building and communication in a safe and fun environment.





# Corporate SPECIAL EVENTS



Corporations can take advantage by booking the entire Mahara Karting venue for a special event such as product launch, safety driving campaign, test drives or any other private event. With our experience in events management and our fully equipped venue and staff, we guarantee a world class experience for corporations, their dependents and guests.

[www.maharakarting.com](http://www.maharakarting.com)

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