



Mercedes-Benz Places

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BINGHATTI CITY

# A World Built Beyond Tomorrow

Feel absolute clarity. A vertical field of dreams,  
perfectly held in detail.





Feel the trajectory.  
Not a direction. But a future  
already realised.  
The momentum is onward.



# The Vision of a Masterplanned City

**Mercedes-Benz Places | Binghatti City** is a landmark residential community that redefines the concept of urban living. This is not merely a collection of structures, but a masterplanned city-scale vision where global brand prestige becomes a personal, lived-in experience.



Mercedes-Benz evolves its  
design language from the  
automobile to the cityscape

Every element of the realm carries the design intelligence and emotional appeal





Experience what defines iconic.  
Clarity, without compromise.

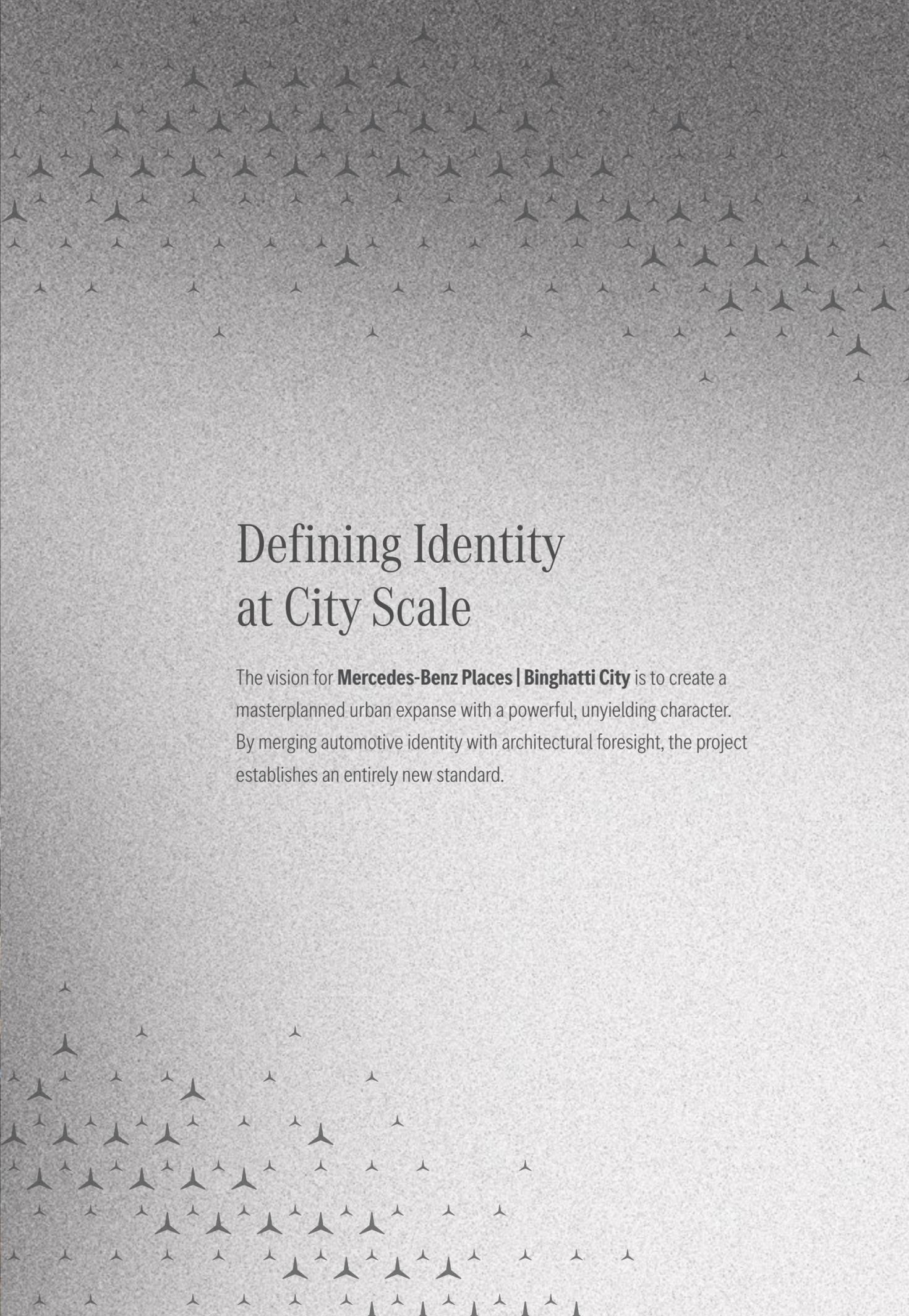
This is sensual purity, expressed in an enduring form.





## Defining Identity at City Scale

The vision for **Mercedes-Benz Places | Binghatti City** is to create a masterplanned urban expanse with a powerful, unyielding character. By merging automotive identity with architectural foresight, the project establishes an entirely new standard.





# Monumental Scale and the Star Beacon

Witness architecture at a monumental scale. **Composed of 12 towers** of stunning proportion, the city establishes an undeniable presence visible from a distance and unforgettable at first sight. These structures are an exercise in precision engineering, where flowing, sculpted surfaces embody kinetic energy and motion, drawing direct inspiration from the dynamism of **Mercedes-Benz** performance design.



# An architectural expression of automotive design philosophy

A harmony of sculpted fluidity and precise, high-value craftsmanship.







# A Design Philosophy of Emotion and Intelligence

An urban community committed to purity in form. Buildings are developed along a rational, functional grid that delivers visual calm, balance and clarity.



# Next In The City of Now

Located in the affluent Nad Al Sheba district, **Mercedes-Benz Places | Binghatti City** sits at the junction of Dubai's drive and unique artistry. The area is globally renowned for equestrian excellence and the iconic Meydan Racecourse.

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**3 MINUTES**  
 The Meydan Hotel and Race Course
-   
**8 MINUTES**  
 The Dubai Mall
-   
**8 MINUTES**  
 Burj Khalifa
-   
**8 MINUTES**  
 Dubai Opera
-   
**9 MINUTES**  
 Emirates Towers
-   
**9 MINUTES**  
 Museum of the Future
-   
**10 MINUTES**  
 Dubai World Trade Centre
-   
**10 MINUTES**  
 Dubai Harbour and Festival City
-   
**12 MINUTES**  
 Dubai Frame
-   
**12 MINUTES**  
 Mall of the Emirates
-   
**15 MINUTES**  
 Burj Al Arab
-   
**15 MINUTES**  
 Dubai Hills Mall
-   
**15 MINUTES**  
 Dubai International Airport
-   
**20 MINUTES**  
 Palm Jumeirah



## A Grand Arrival, A Ceremonial Transition

Entering Bingham City is a ceremonial yet effortless experience, designed to signal arrival in every sense and belonging in every way. It's a moment of transition, from the energy out there to the calm in here.



# Exclusive Features and Services



SOLAR PHOTOVOLTAIC  
TECHNOLOGY



LEED  
CERTIFICATION\*



SKYLINE JOGGING  
PATH



ACOUSTIC  
SYSTEM



SMART  
SYSTEM



SPA  
SERVICE



SKY INFINITY  
POOL



PRIVATE  
POOL



PODIUM  
POOL



GYM



CONCIERGE  
SERVICE



YOGA & WELLNESS  
OUTDOOR AREA



ENTERTAINMENT  
STUDIOS



FOOD &  
BEVERAGE



VALET  
SERVICE

\*The Mercedes-Benz Places | Bingshatti City is aiming to hold a LEED Qualification.





## A Place of Heart

The Grand Promenade is the emotional and social heart of Mercedes-Benz Places | Binghatti City. An activated space that brings to life both moments and vibrance. Podium edges are punctuated with retail, cafés and lifestyle uses that blur the boundary between indoor and outdoor space. The park delivers 12 distinct lifestyle experiences, carefully curated for discovery.



Project Layouts

# Mercedes-Benz Places Binghatti City

1. Project Maybach

2 - 3. Vision Mercedes-Maybach

Ultimate Luxury

4 - 5. Vision Mercedes-Maybach 6

6. Vision Iconic

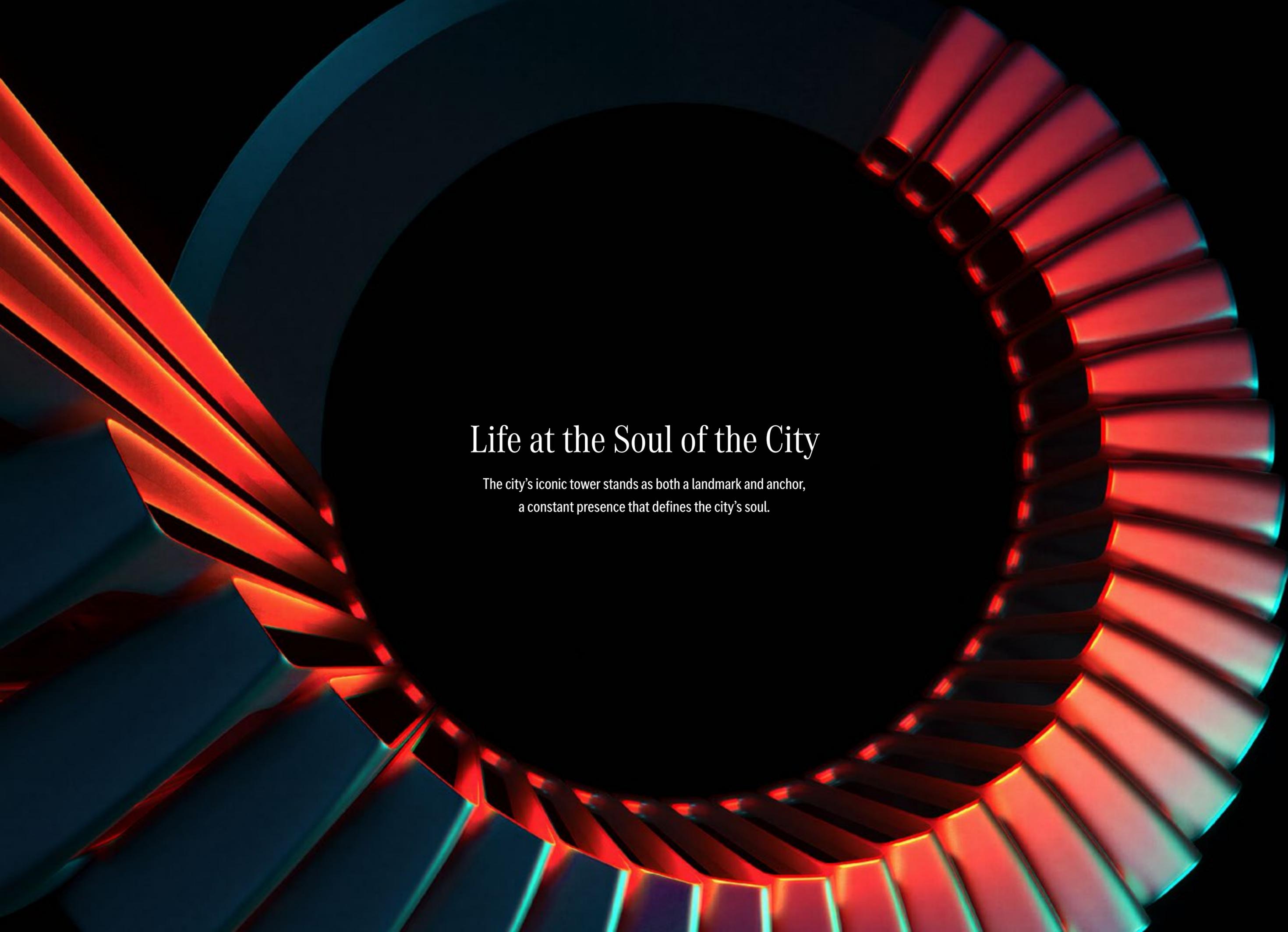
7. Vision One-Eleven

8 - 9. Mercedes-Benz AMG Vision

10. VISION AVTR

11 - 12. Vision Simplex





# Life at the Soul of the City

The city's iconic tower stands as both a landmark and anchor,  
a constant presence that defines the city's soul.





## A Legacy of Architectural Artistry

Binghatti Holding Limited is a vertically integrated real estate developer founded in 2008 with roots as a contractor before transitioning into full-scale development. Leveraging in-house design, development, construction and delivery capabilities, the Group stands out as one of Dubai's most avant-garde private developers, operating across the full market spectrum from affordable housing to ultra luxury branded residences.

With a total portfolio exceeding 80 projects valued at over AED 80 billion, Binghatti has delivered more than 50 projects to date and maintains a robust pipeline of approximately 30 million square footage of sellable area.

Binghatti delivers across the housing ladder from affordable and mid-market homes to premium and ultra luxury branded residences differentiating itself through design led products, branded collaborations and a consistent focus on customer outcomes. The developer's contractor heritage underpins its operational agility and ability to scale across segments.

Sustainability is embedded across Binghatti's developments through energy efficient technologies, responsible materials selection and long-term value creation strategies that enhance returns for stakeholders and liveability for residents.

Founded on contractor roots and built around a vertically integrated model, Binghatti Holding continues to expand its real estate portfolio to meet growing market demand, delivering quality projects across every market tier while prioritising design, delivery excellence and sustainable outcomes.

*Muhammad Binghatti*

The World's First  
Mercedes-Benz Branded City

