



DriveArabia

The ultimate automotive portal in the GCC

DriveArabia joins dubizzle Group

UAE's most trusted platforms for in-market audiences

bayut | #1 in Homes*

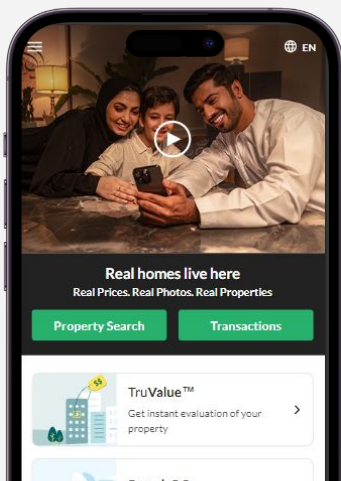
Leader in PropTech solutions

3M

monthly users

45M

monthly pageviews



dubizzle | #1 in Classifieds*

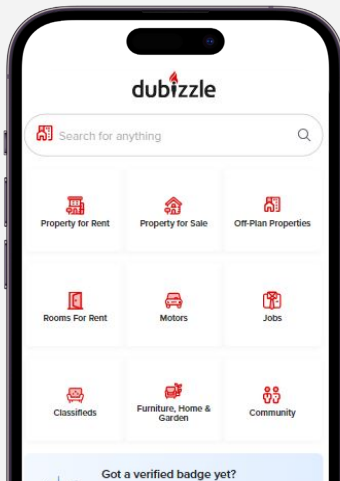
Leading online marketplace

4.8M

monthly users

191M

monthly pageviews



DriveArabia | #1 in Vehicles*

Leading new car platform

477k

monthly users

1.8M

monthly pageviews



DriveArabia

The ultimate new car buyer companion



Prices & Specs: Detailed pricing and specifications for all new cars in the GCC

93% of users visit the car price & specs section



Car Reviews: Comprehensive hands-on test drives and reviews



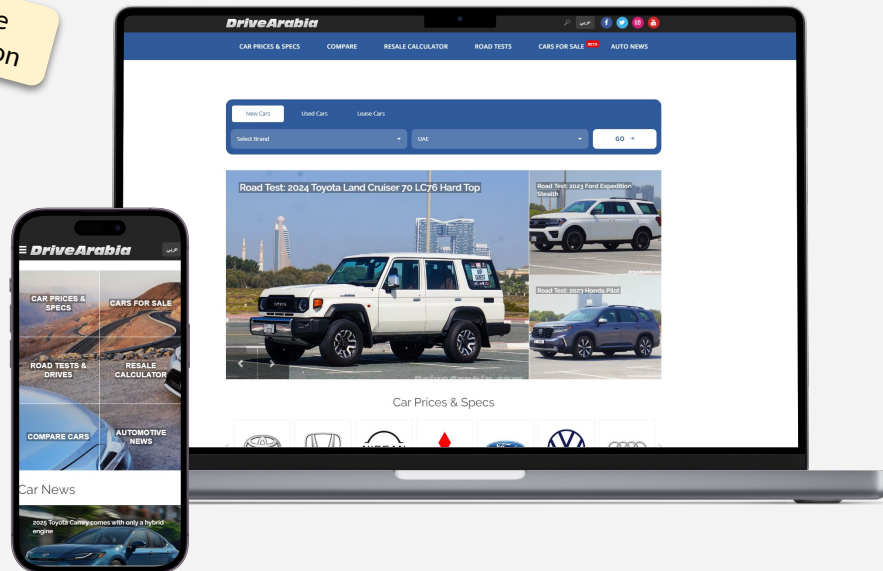
Comparison Tool: Side-by-side comparison tool highlighting key features



Valuation Tool: Determine the current market value of a vehicle



Automotive News: Latest new car announcements, events, and launches in the GCC



dubizzle Cars x DriveArabia

Offering greater reach with a consolidated offering

2.3M

Total monthly users

96M

Monthly impressions

1.8M

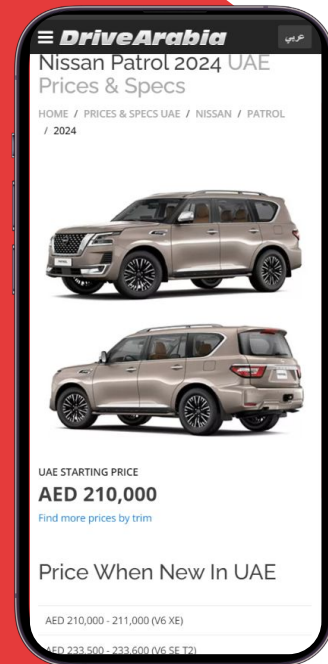
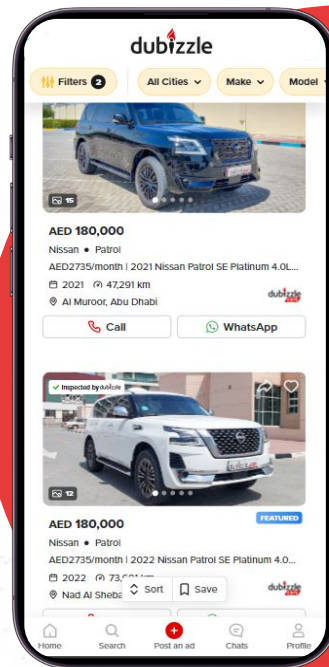
dubizzle
monthly users

477k

DriveArabiam
onthly users

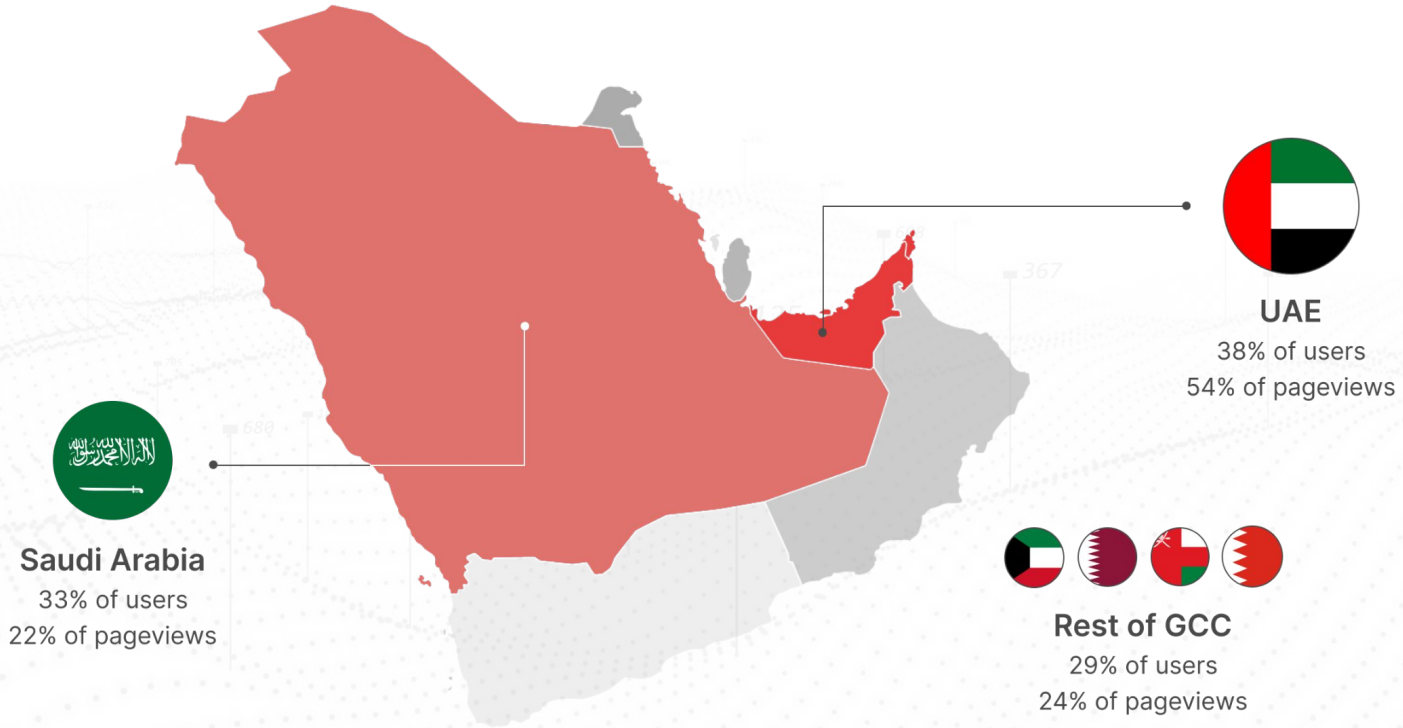
Extensive first-party data

transaction trends
consumer interests
buyer journey
behavioral data



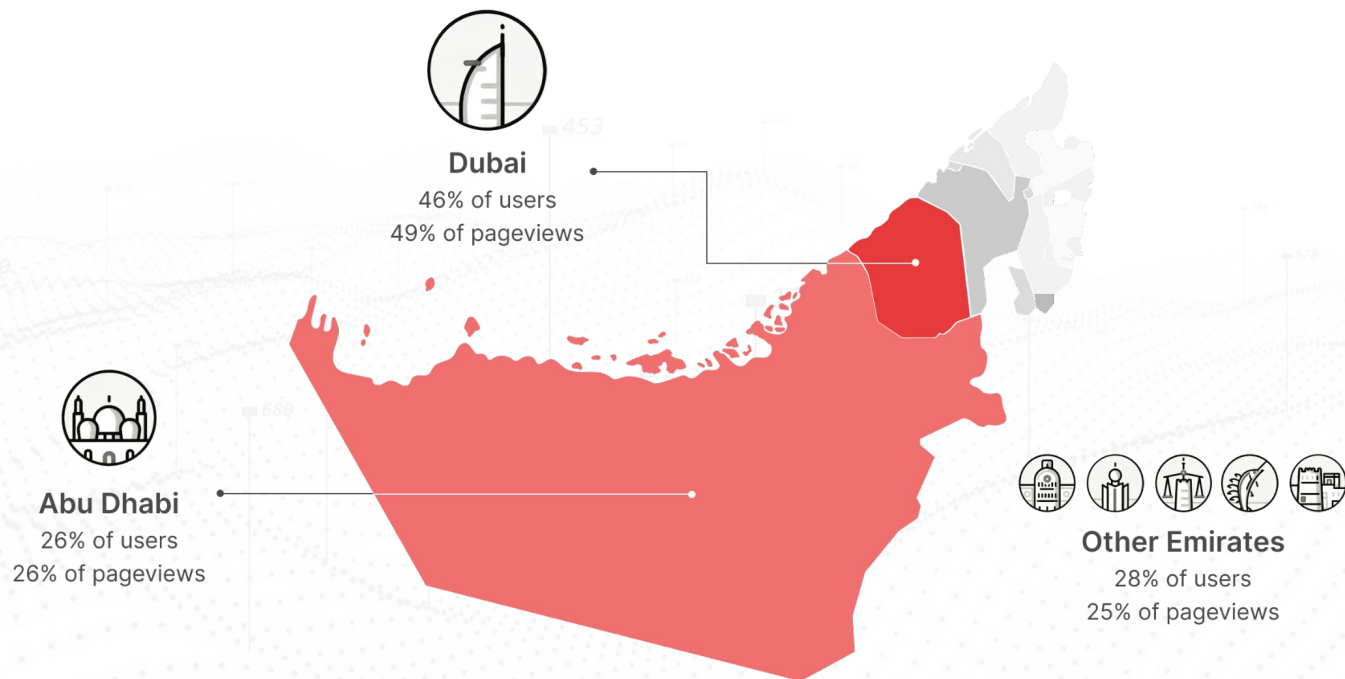
DriveArabia reaches audiences across the GCC

UAE & Saudi Arabia being the largest markets



Reach every car enthusiast within the UAE market

Connect with your audience in Dubai, Abu Dhabi, or the Northern Emirates



Leverage our new car targeting capabilities

Target audiences interested in specific car types, topics, or profiles

Targeting

Examples

Car Make, Model,
or Body Type

Top 5 makes: Toyota, Nissan, Mercedes-Benz, BMW, Ford
Top 5 models: Land Cruiser, Patrol, T-2, Santa Fe, RAV-4
Top Body Types: SUV, Luxury SUV, Premium Sedan

Site
Category

Compare Cars

News, Reviews

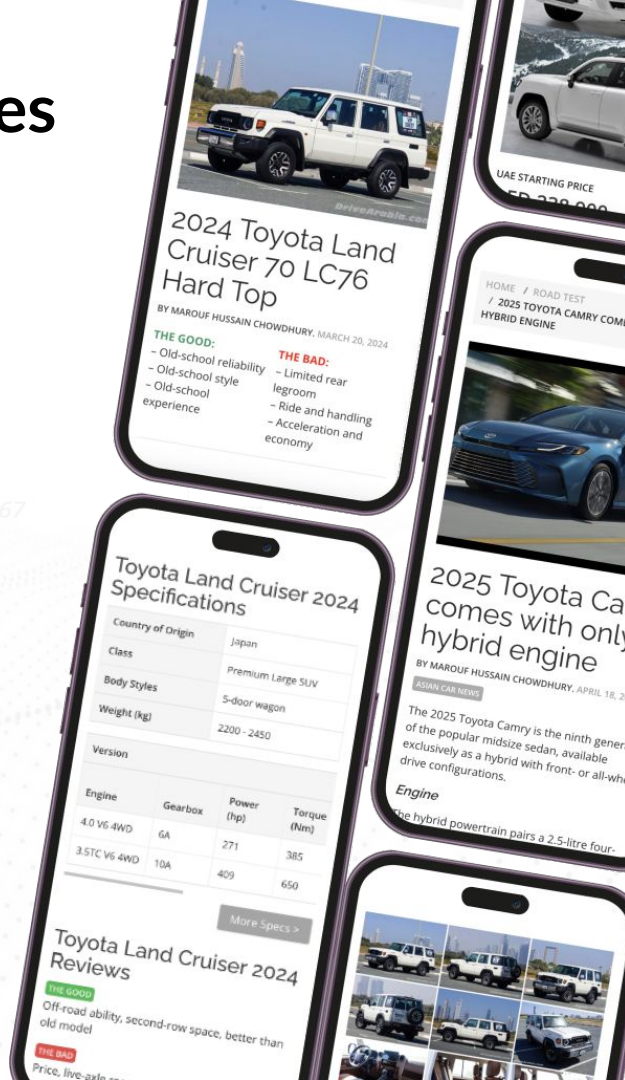
Valuation

Prices & Specs

New Car
Audiences

Luxury car buyers
Performance car buyers
Sports car buyers
Family car buyers
Off-roaders
Compact car buyers
Electric / Hybrid car buyers

Pick-up enthusiasts
Supercar collectors
Car enthusiasts



Our Ad Products

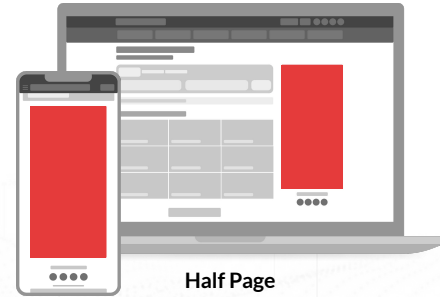
Display Ads



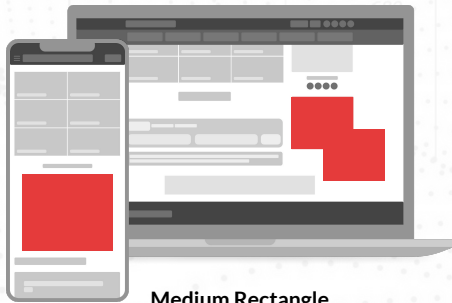
Billboard
970x250



Leaderboard
728x90



Half Page
300x600



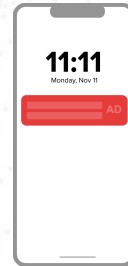
Medium Rectangle
300x250



Mobile Leaderboard
320x50



Large Mobile Banner
320x100

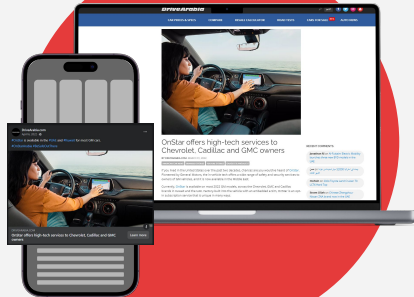


Push Notifications
Text

Our Ad Products

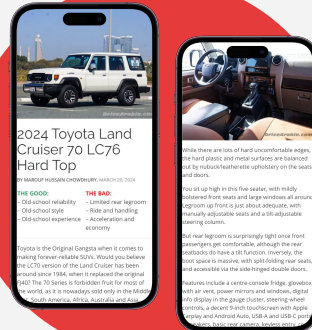
PR & Media Marketing

Press Coverage



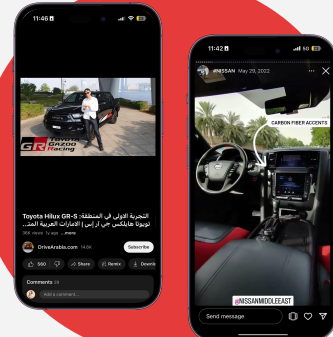
Expand your brand's reach with in-depth articles, influential reviews, and online features across our trusted automotive platform and social channels

Car Reviews



Give your brand valuable exposure with thorough evaluations and professional assessments that captivate a dedicated automotive community

Social Media / Video



Gain visibility by featuring your brand in our social media campaigns or video web series, offering engaging storytelling to our diverse automotive audience

Get in touch with us!

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Appendix