VISION

Mercedes-Benz Places

BINGHATTI CITY

OFF-MARKET LAUNCH

CONFIDENTIAL

Vision Iconic Tower
Legacy Arrives in a New Form

At Mercedes-Benz Places | Binghatti City

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Behold, the apex.

What was a silhouette against the skyline,
now the declaration of an era.

A singular spire, towering to the sky.

A Monumental Form in Motion

Vision Iconic Tower is architecture executed at an audacious scale. It is designed around a sweeping, terraced curved spine that steps down in a single, fluid, silver-skinned curve. Its horizontal podiums draw direct inspiration from classic Mercedes-Benz radiator grilles.

At its core sits a circular podium that holds a 2,966 square meter water

plaza featuring a central three-pointed star focal point. At the peak, the illuminated beacon serves as an architectural lighthouse across the Dubai skyline.



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Legacy arrives in a new form.
The ultimate translation of mobility
into lived space



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A World Built Beyond Tomorrow.

Vision Iconic

Vision Iconic Tower is a mixed-use residential hyper-tower set on a plot of over **22,000** square meters (239,840 square feet) in Nad Al Sheba 1. The vertical stack comprises Ground, Mezzanine, **5** Podium levels, **67** Residential Floors, **4** Mechanical service levels, and a dedicated Roof deck. The development holds **1,426** residential apartments and **27** ground-floor high-street retail shops.

PROPERTY TYPE

Residential & Retails

PLOT AREA

22,282.20 Sqm. / 239,844.00 Sqft

DESCRIPTION

G + Mezz. + 5P + 67 Residential Floors + 4 Mech. + Roof

1 BEDROOM

1017

UNITS

2 BEDROOM

281

UNITS

3 BEDROOM

110

UNITS

4 BEDROOM

9

UNITS

5 BEDROOM

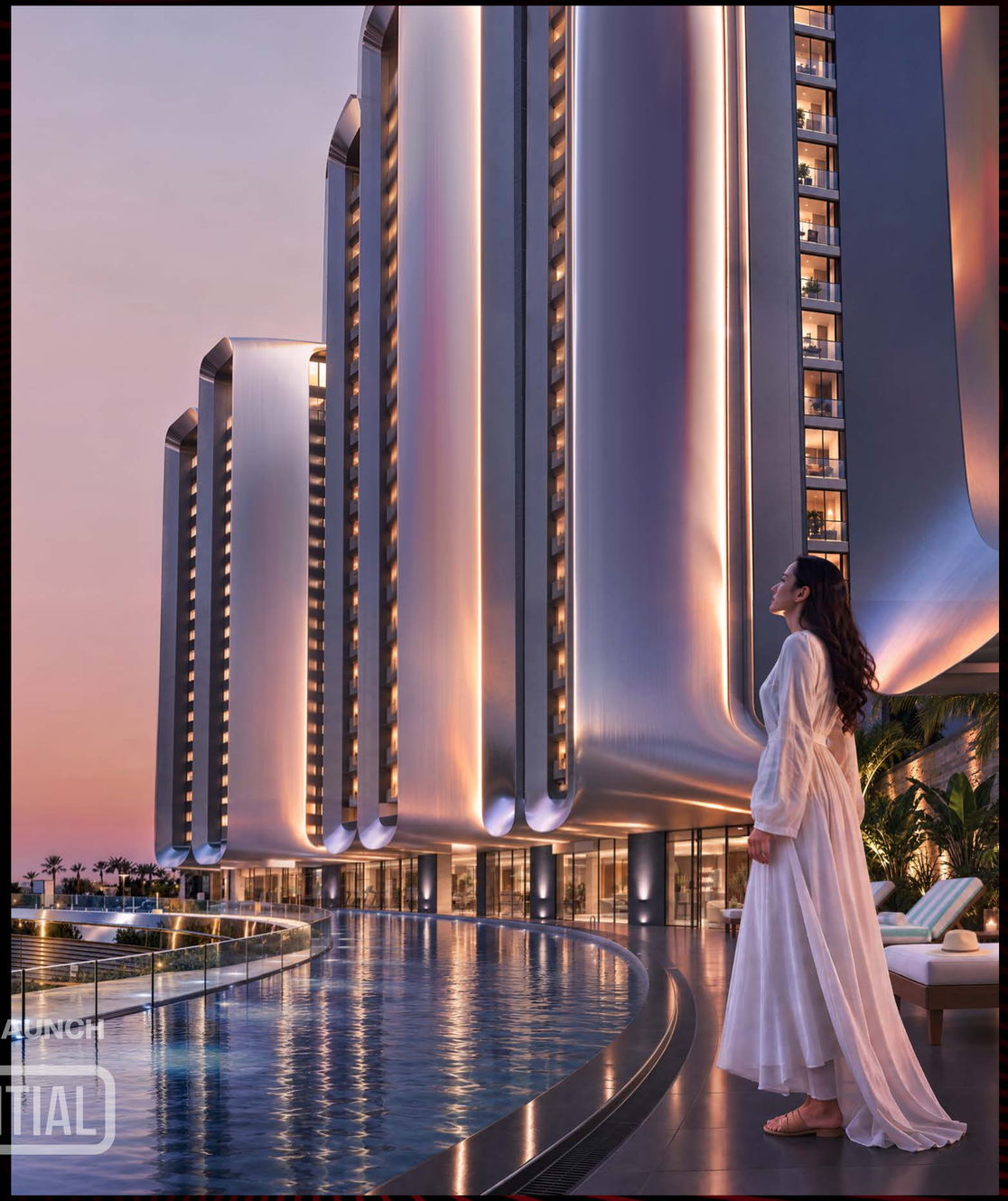
9

UNITS

RETAIL

27

UNITS

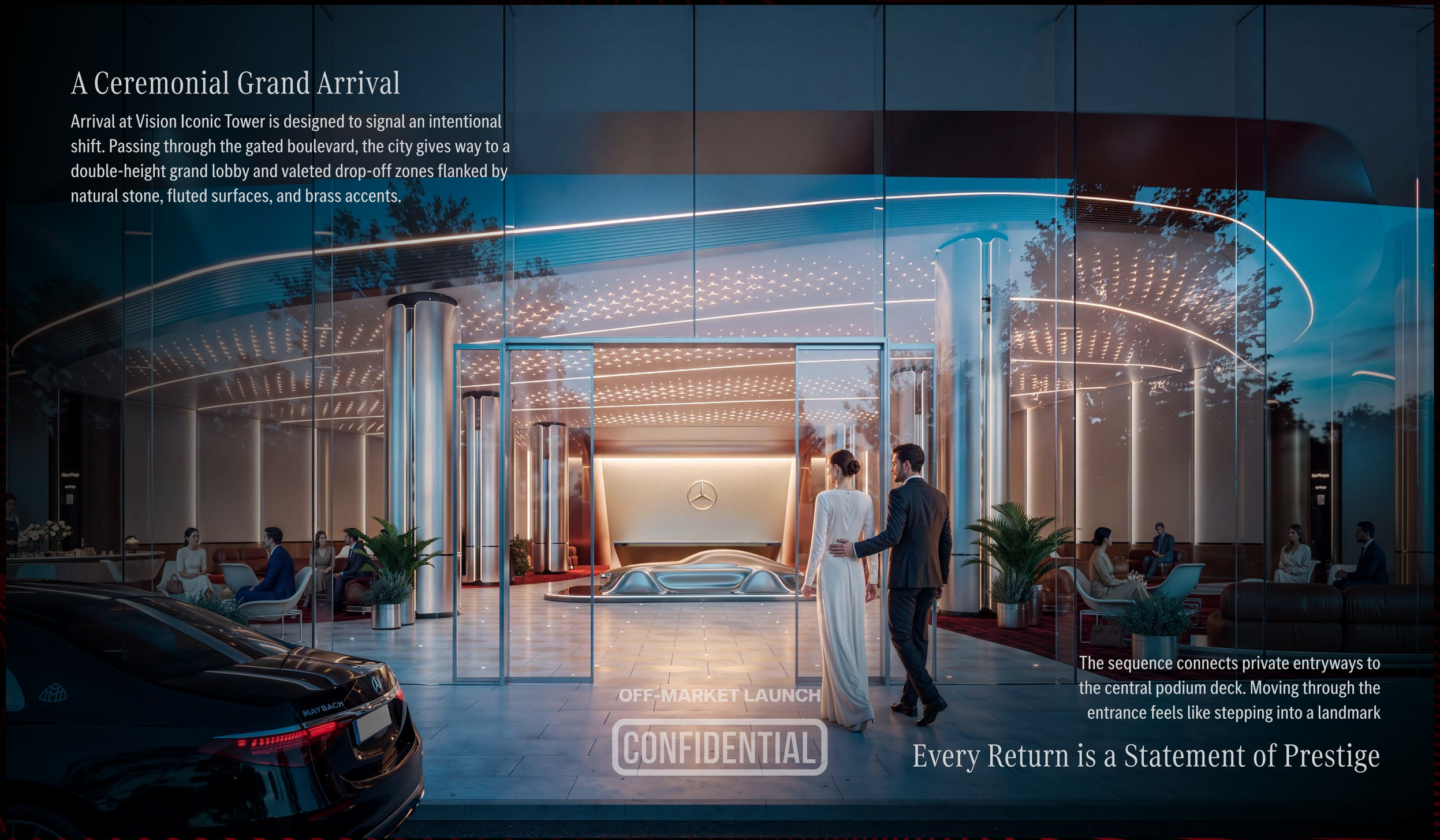


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A Ceremonial Grand Arrival

Arrival at Vision Iconic Tower is designed to signal an intentional shift. Passing through the gated boulevard, the city gives way to a double-height grand lobby and valeted drop-off zones flanked by natural stone, fluted surfaces, and brass accents.

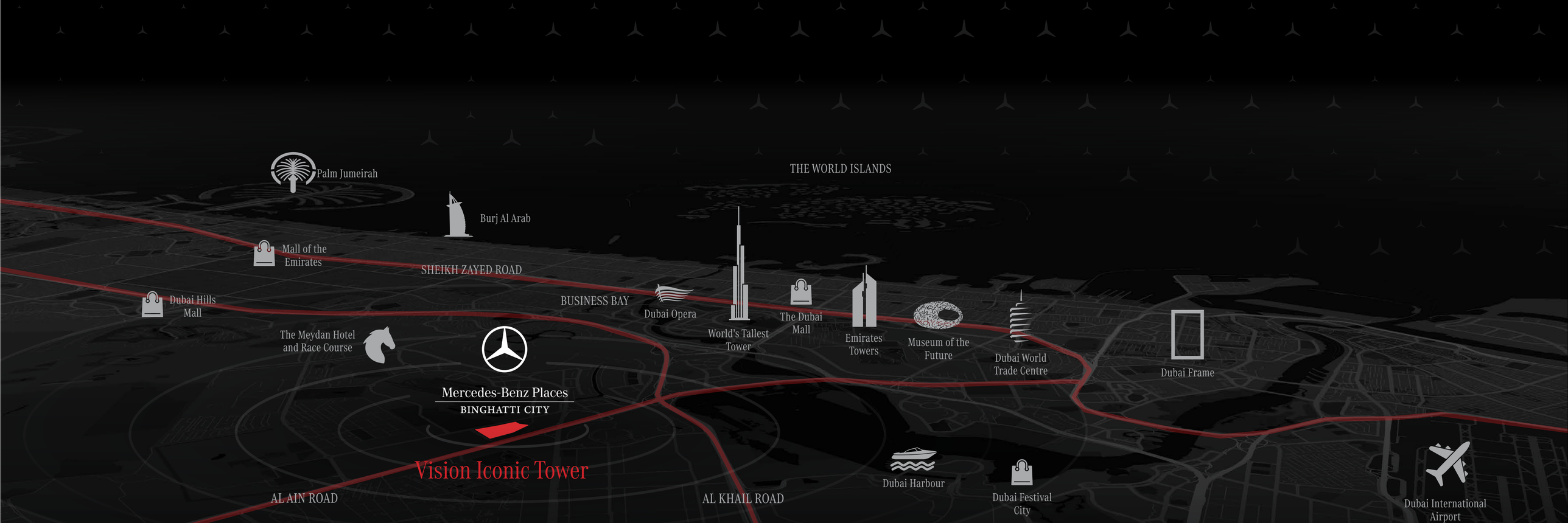


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The sequence connects private entryways to the central podium deck. Moving through the entrance feels like stepping into a landmark

Every Return is a Statement of Prestige



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.

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



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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 | Binghatti City is aiming to hold a LEED Qualification.

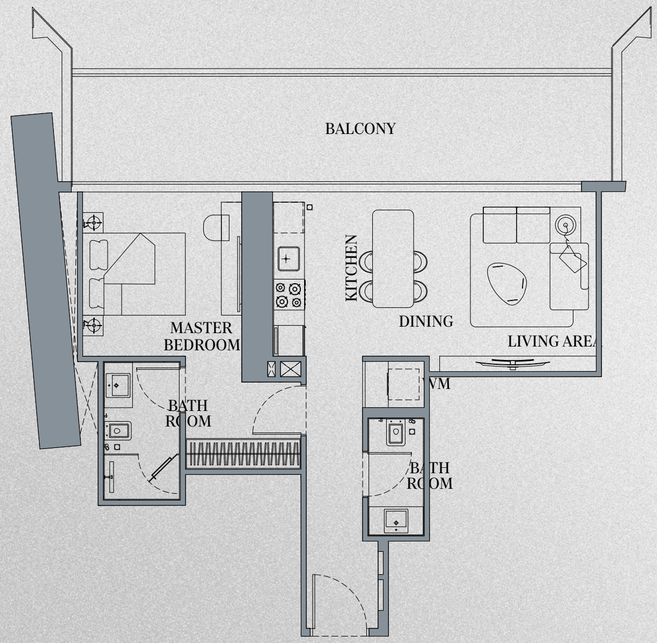
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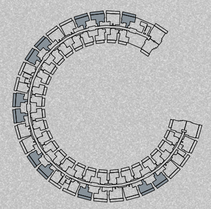
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Vision Iconic

TOWER 6

1 Bedroom Unit - Type 1

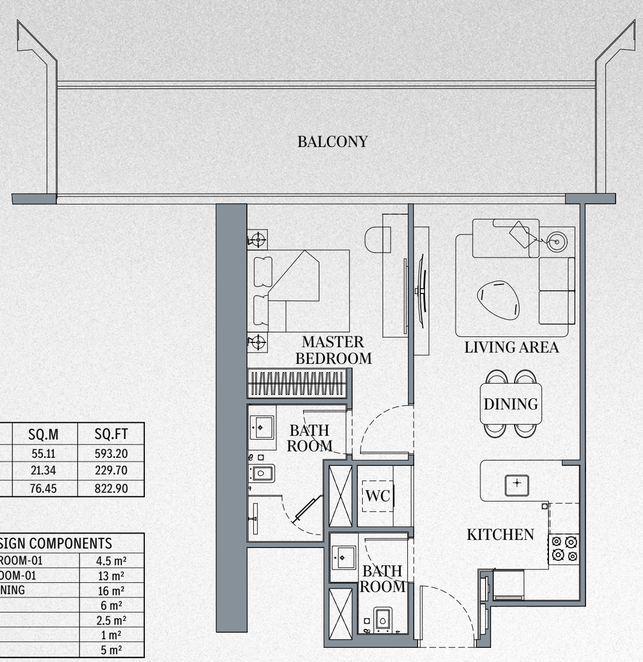


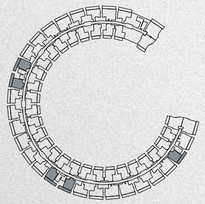


AREA	SQ.M	SQ.FT
Suite Area	55.11	593.20
Balcony Area	21.34	229.70
Total Unit Area	76.45	822.90

FLAT DESIGN COMPONENTS	
MASTER BATHROOM-01	4 m²
MASTER BEDROOM-01	15 m²
LIVING, DINING AND KITCHEN	21 m²
CORRIDOR	6 m²
BATHROOM	2.5 m²
LAUNDRY	1 m²

1 Bedroom Unit - Type 2





AREA	SQ.M	SQ.FT
Suite Area	55.11	593.20
Balcony Area	21.34	229.70
Total Unit Area	76.45	822.90

FLAT DESIGN COMPONENTS	
MASTER BATHROOM-01	4.5 m²
MASTER BEDROOM-01	13 m²
LIVING AND DINING	16 m²
CORRIDOR	6 m²
BATHROOM	2.5 m²
LAUNDRY	1 m²
KITCHEN	5 m²

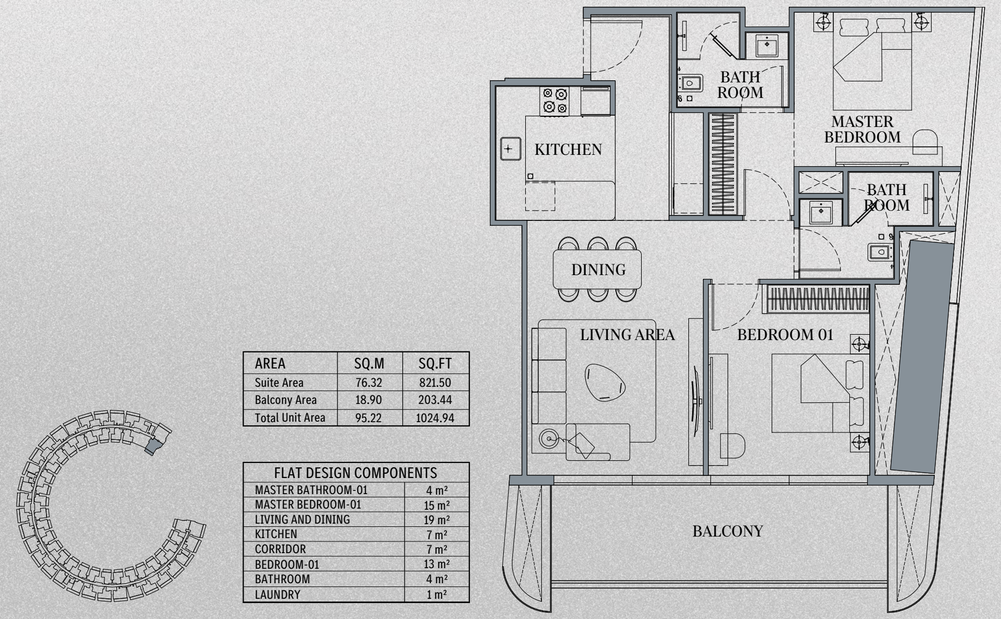
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Project Layouts

Vision Iconic

TOWER 6

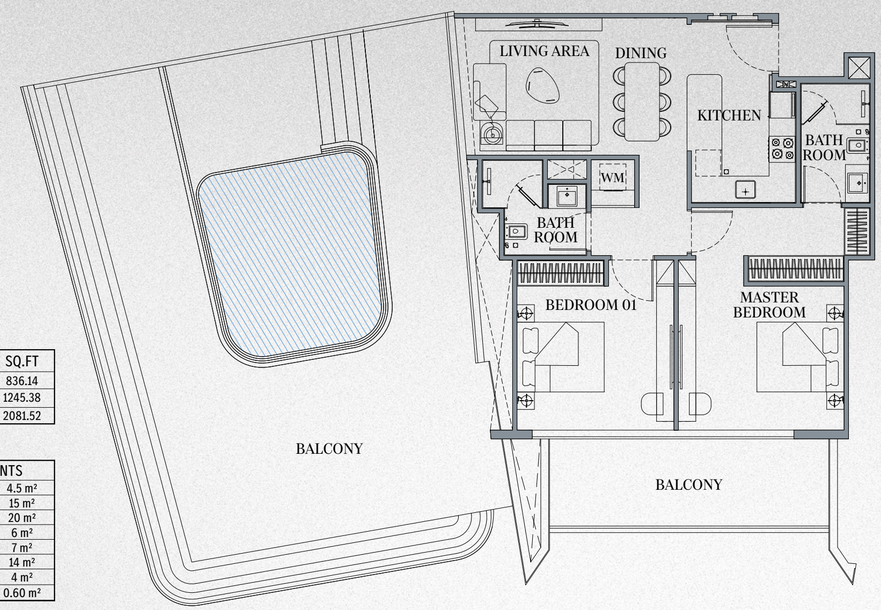
2 Bedroom Unit - Type 1

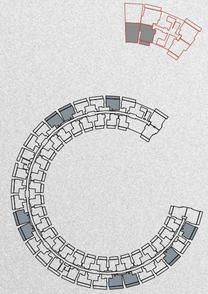


AREA	SQ.M	SQ.FT
Suite Area	76.32	821.50
Balcony Area	18.90	203.44
Total Unit Area	95.22	1024.94

FLAT DESIGN COMPONENTS	
MASTER BATHROOM-01	4 m²
MASTER BEDROOM-01	15 m²
LIVING AND DINING	19 m²
KITCHEN	7 m²
CORRIDOR	7 m²
BEDROOM-01	13 m²
BATHROOM	4 m²
LAUNDRY	1 m²

2 Bedroom Unit - Type 4





AREA	SQ.M	SQ.FT
Suite Area	77.68	836.14
Balcony Area	115.70	1245.38
Total Unit Area	193.38	2081.52

FLAT DESIGN COMPONENTS	
MASTER BATHROOM-01	4.5 m²
MASTER BEDROOM-01	15 m²
LIVING AND DINING	20 m²
KITCHEN	6 m²
CORRIDOR	7 m²
BEDROOM-01	14 m²
BATHROOM	4 m²
LAUNDRY	0.60 m²

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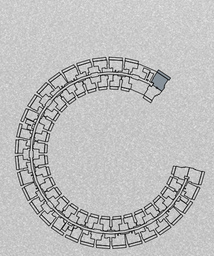
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Project Layouts

Vision Iconic

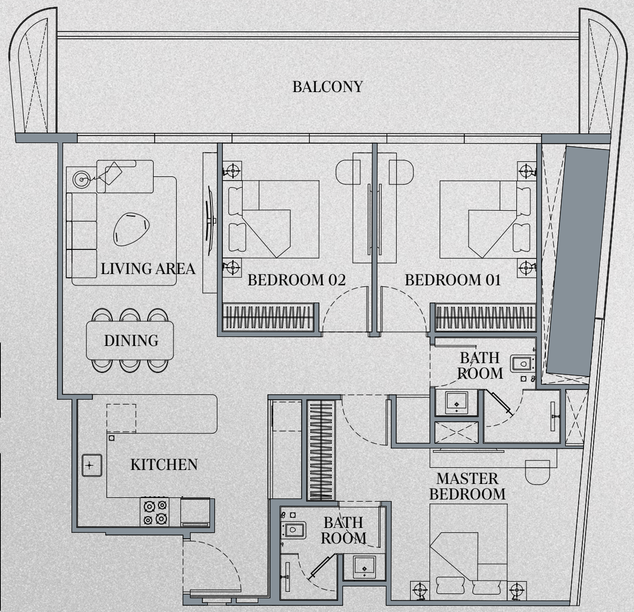
TOWER 6

3 Bedroom Unit - Type 1

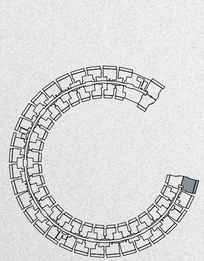


AREA	SQ.M	SQ.FT
Suite Area	93.32	1004.49
Balcony Area	28.59	307.74
Total Unit Area	121.91	1312.23

FLAT DESIGN COMPONENTS	
MASTER BATHROOM-01	4 m²
MASTER BEDROOM-01	16 m²
LIVING AND DINING	17 m²
KITCHEN	8 m²
CORRIDOR	10 m²
BEDROOM-01	13 m²
BEDROOM-02	13 m²
BATHROOM	4 m²
LAUNDRY	1 m²

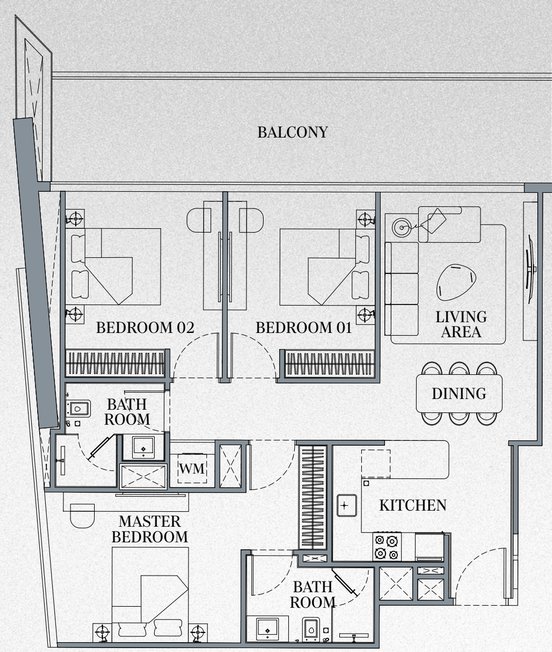


3 Bedroom Unit - Type 2



AREA	SQ.M	SQ.FT
Suite Area	89.95	968.21
Balcony Area	21.34	229.70
Total Unit Area	111.29	1197.92

FLAT DESIGN COMPONENTS	
MASTER BATHROOM-01	4.5 m²
MASTER BEDROOM-01	16 m²
LIVING AND DINING	17 m²
KITCHEN	6 m²
CORRIDOR	10 m²
BEDROOM-01	13 m²
BEDROOM-02	12 m²
BATHROOM	4 m²
LAUNDRY	1 m²



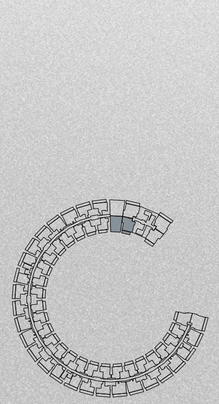
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Project Layouts

Vision Iconic

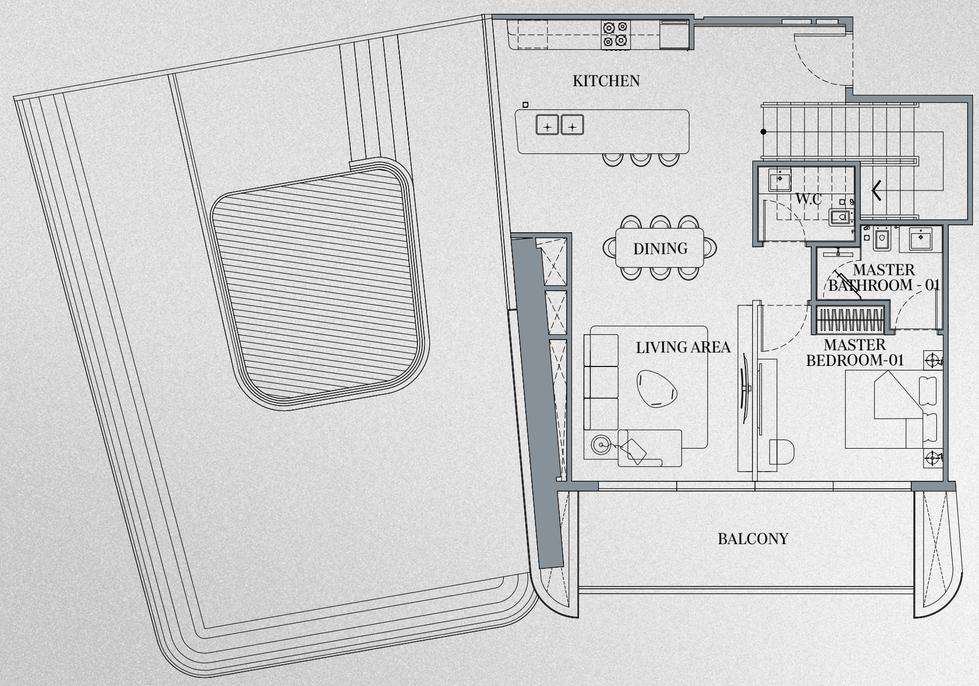
TOWER 6

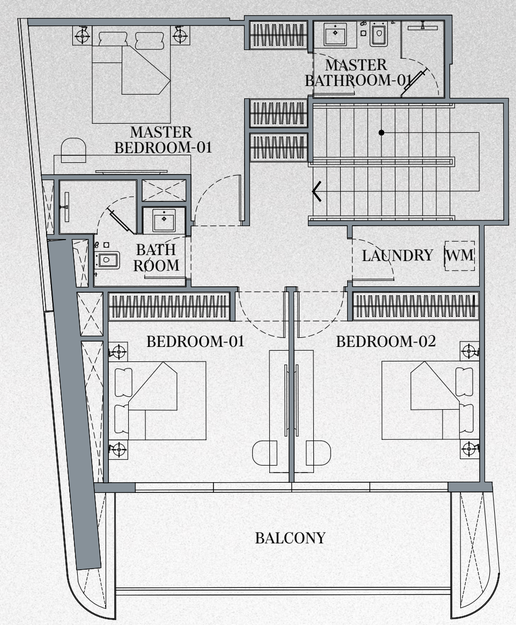
4 Bedroom Unit - Type 1



AREA	SQ.M	SQ.FT
Suite Area	158.25	1703.17
Balcony Area	128.78	1386.18
Total Unit Area	287.03	3089.57

FLAT DESIGN COMPONENTS	
GROUND FLOOR	
MASTER BATHROOM- 01	4 m²
MASTER BEDROOM-01	14 m²
LIVING	13 m²
KITCHEN AND DINING	26 m²
CORRIDOR	5 m²
WC	3 m²
STAIRCASE	8 m²
FIRST FLOOR	
MASTER BATHROOM- 02	4 m²
MASTER BEDROOM-02	17 m²
BEDROOM-01	14 m²
BEDROOM-02	15 m²
BATHROOM	4 m²
LAUNDRY	3 m²
CORRIDOR	8 m²
STAIRCASE	9 m²





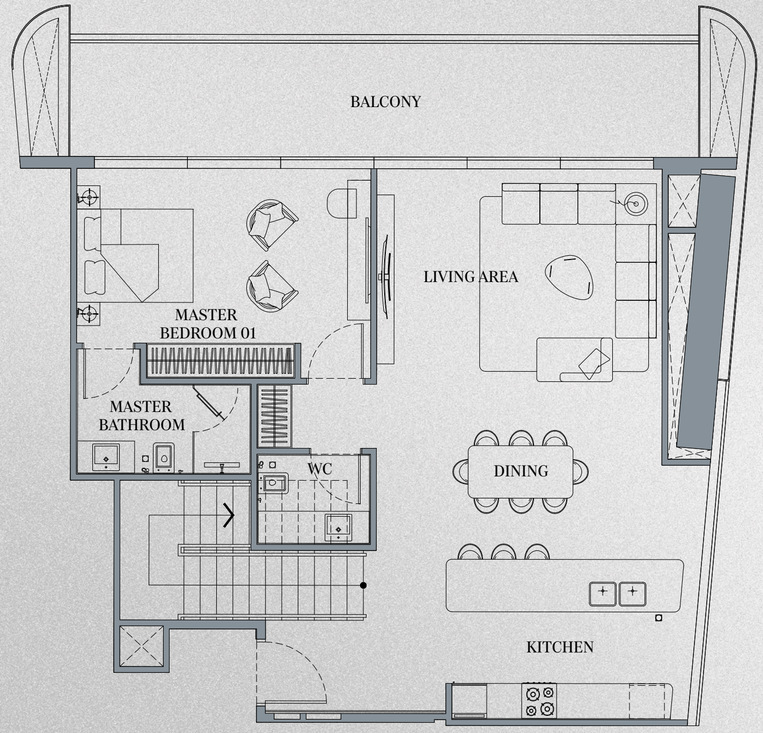
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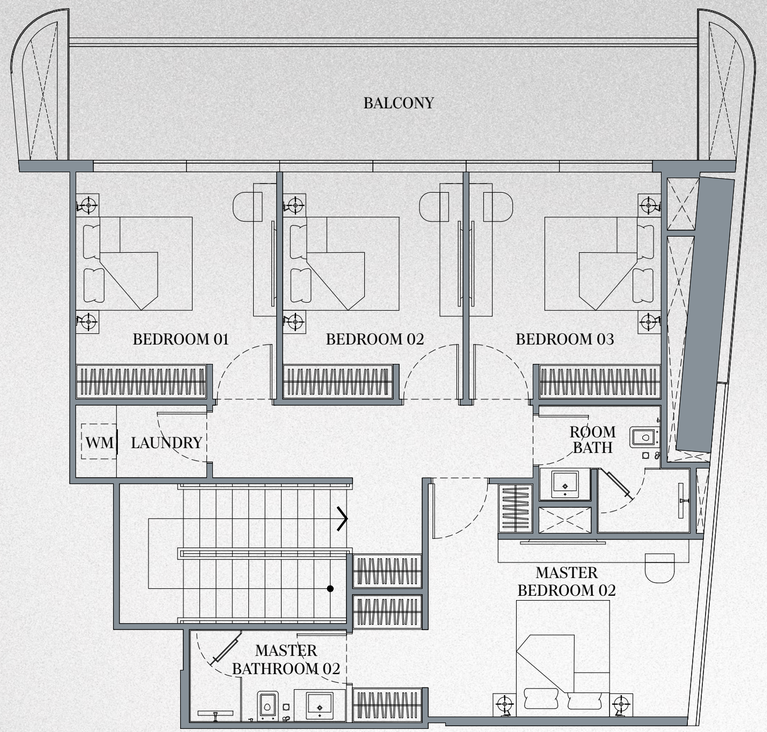
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Vision Iconic

TOWER 6

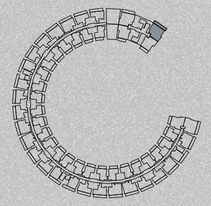
5 Bedroom Unit - Type 1





AREA	S.QM	SQ.FT
Suite Area	188.41	2028.03
Balcony Area	49.05	527.97
Total Unit Area	237.46	2556

FLAT DESIGN COMPONENTS	
GROUND FLOOR	
MASTER BATHROOM- 01	5 m²
MASTER BEDROOM-01	17 m²
LIVING	18 m²
KITCHEN AND DINING	28.5 m²
CORRIDOR	7 m²
BATHROOM	3 m²
STAIRCASE	8 m²
FIRST FLOOR	
MASTER BATHROOM- 02	4 m²
MASTER BEDROOM-02	18 m²
BEDROOM-01	13 m²
BEDROOM-02	12 m²
BEDROOM-03	13.5 m²
BATHROOM	4.5 m²
LAUNDRY	3 m²
CORRIDOR	8 m²
STAIRCASE	9 m²



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We are launching Vision Iconic on 6th October with new prices

UNIT TYPE	NO OF UNITS	STARTING PRICE (AED)	STARTING PRICE (USD)	STARTING PRICE (SAR)	STARTING PRICE (GBP)
1 Bedroom	1017	2,250,000	612,245	2,295,000	450,000
2 Bedroom	255	3,300,000	897,959	3,366,000	660,000
2 Bedroom Royal Suite	26	4,250,000	1,156,463	4,335,000	850,000
3 Bedroom	84	4,999,000	1,360,272	5,098,980	999,800
3 Bedroom Royal Suite	26	6,250,000	1,700,680	6,375,000	1,250,000
4 Bedroom	8	9,999,000	2,720,816	10,198,980	1,999,800
5 Bedroom	8	14,750,000	4,013,605	15,045,000	2,950,000
Retail	27	8,712,000	2,370,612	8,886,240	1,742,400

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