Mercedes-Benz Places

BINGHATTI CITY

ARCHITECTURE PRESENTATION

Silverstone
ARCHITECTURE

Rev.01 | Oct. 2026

The World's First
Mercedes-Benz Branded City

بـن غـاطي
BINGHATTI

A World Built Beyond Tomorrow

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



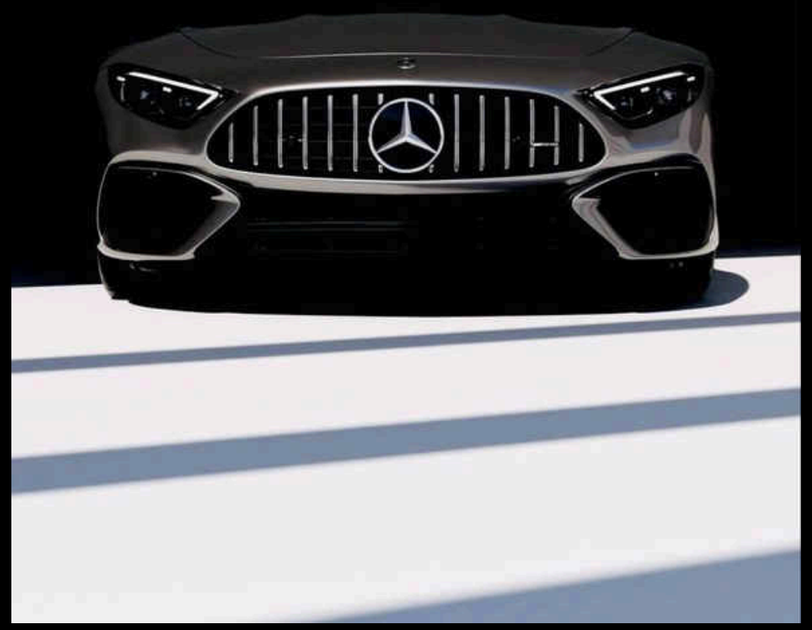
Life at the Soul of the City

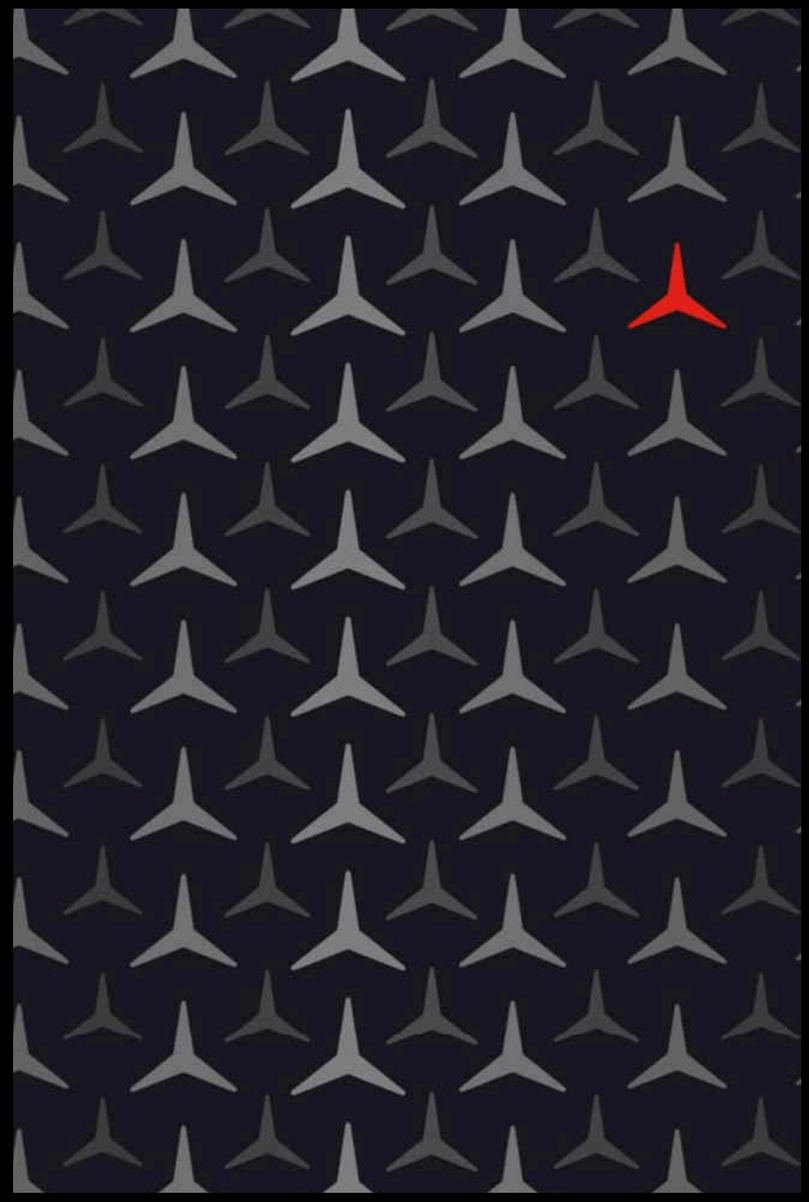
The city's iconic tower stands as both a landmark and anchor, a constant presence that defines the city's soul.

MERCEDES-BENZ DESIGN TRANSLATION

FROM AUTOMOBILE TO CITYSCAPE

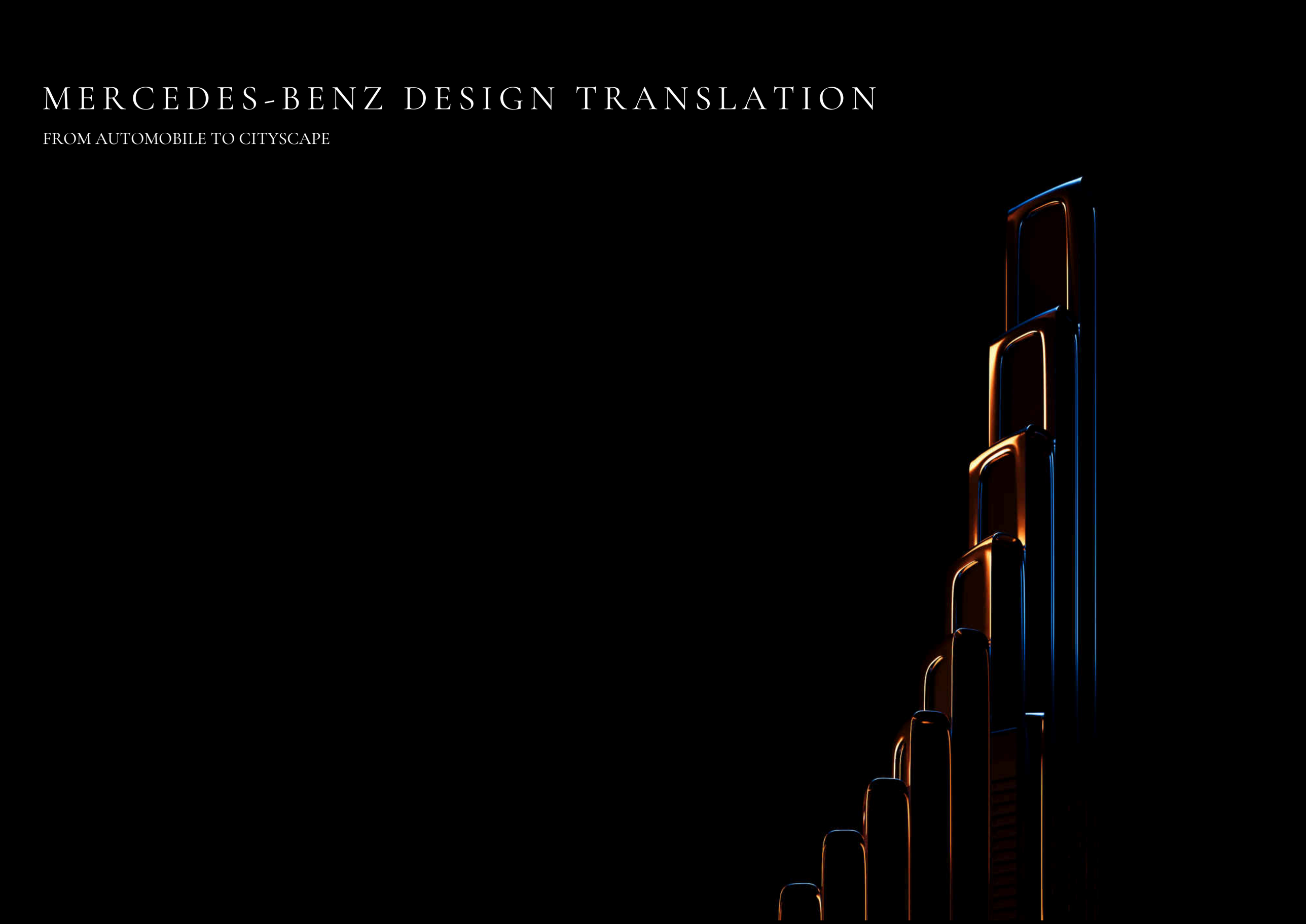






MERCEDES-BENZ DESIGN TRANSLATION

FROM AUTOMOBILE TO CITYSCAPE



ARCHITECTURAL IDENTITY

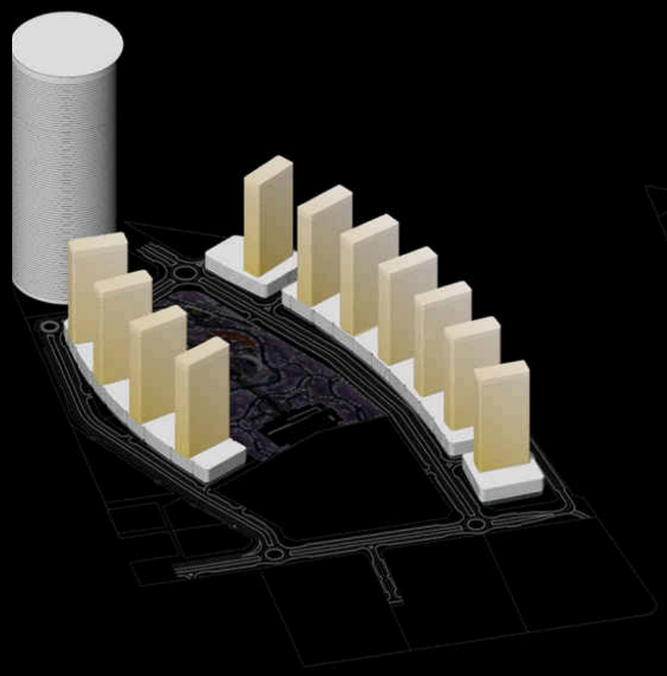
SENSUAL PURITY + PRECISION ENGINEERING + FUTURISTIC VERTICAL LIVING

MASSING & DESIGN EVOLUTION

The masterplan evolves from plot boundaries and allowable massing into a sculpted Mercedes-Benz city skyline, activated by podium landscapes and lifestyle amenities.

ALLOWED MASSING

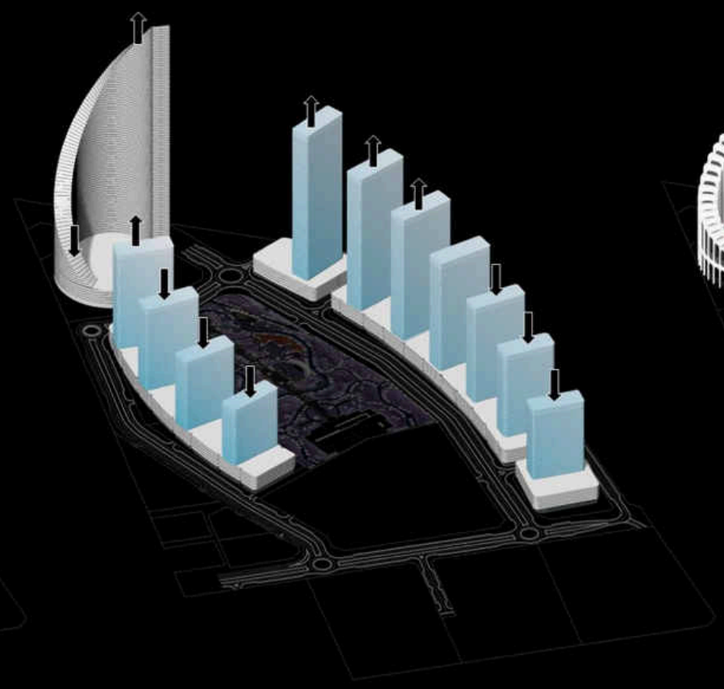
01



Basic Masses as per allowed Gross Floor Area

SKYLINE SCULPTING

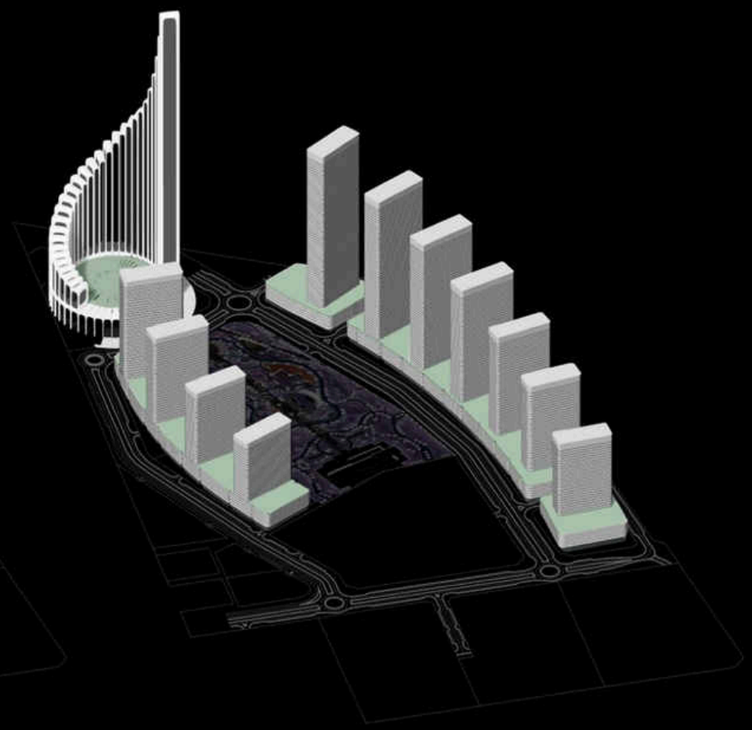
02



Sculpting building mass to create iconic skyline

PODIUM ACTIVATION

03



Transforming Podiums with Amenities and Green Zones.

PROJECT VISION

Curated Moments: A Seamless Luxury Lifestyle

Translating brand prestige into personalized, everyday luxury and wellbeing.



The Grand Arrival

An Impressive Gesture of timeless luxury where classic elegance meets the modern architectural landmark.



Everyday Experience

Translating brand prestige into personalized, everyday luxury.



Significant Graphics

Defining the powerful Character & Identity of the district.



The Star Beacon

A seamless blend of digital and physical presence.



Unexpected Moments

A high-value experience where dramatic lighting forms an exclusive backdrop, embodying true luxury and distinction.



Timeless Elegance

A classic moment of Emotional connections.



Fascinating Views

An emotional appeal of the city skyline and the illuminated Iconic Tower.

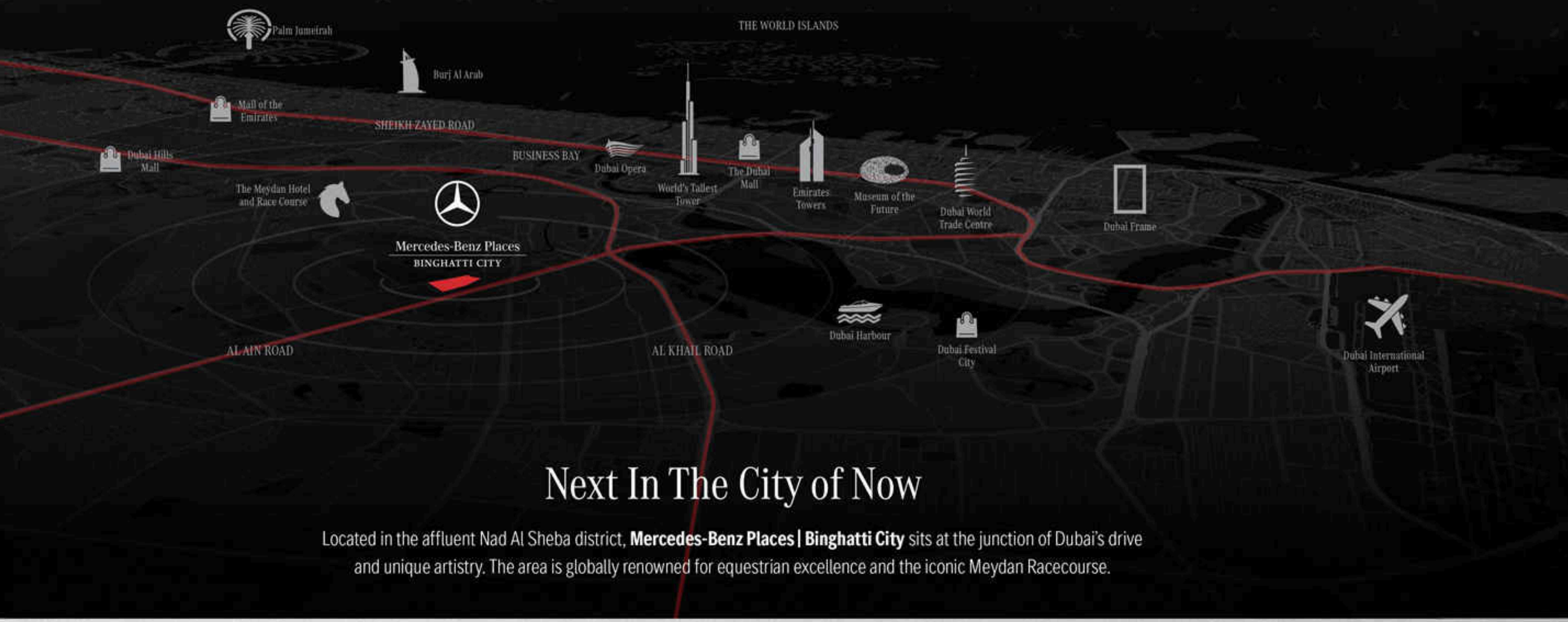
Silverstone
ARCHITECTURE

THE REMARKABLES

- First & Only city branded by Mercedes-Benz in the world
- Exceptional design that emphasizes flow, hierarchy, consistency, and harmony to create a unified urban experience.
- Home to a 65,000 sqm² central park, creating one of the largest green public spaces within a branded residential community.

LOCATION AND CONTEXT

Nad Al Sheba / Meydan context
affluent district, close to the energy of Dubai, associated with Meydan Racecourse and equestrian 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

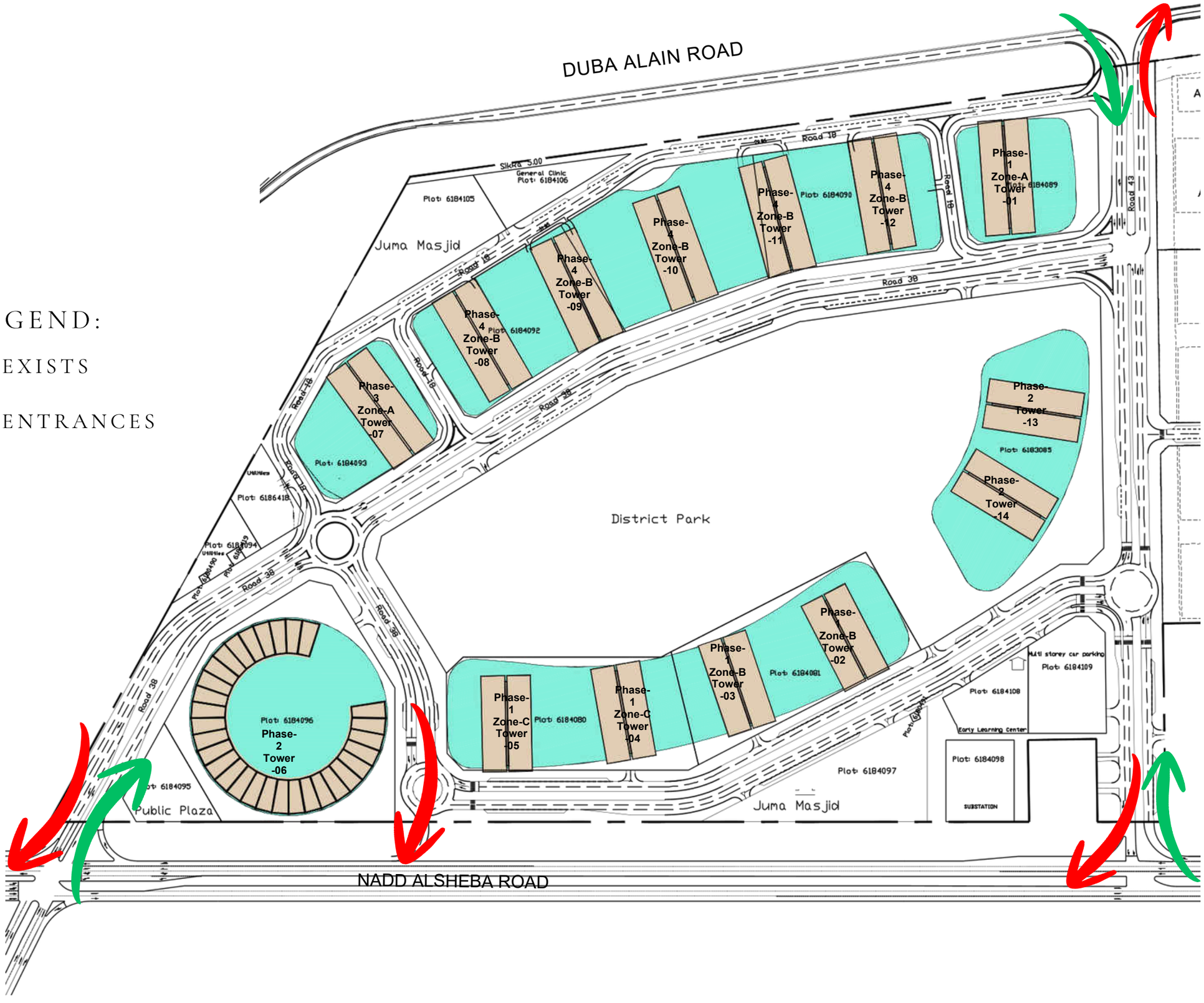
20 MINUTES Palm Jumeirah

ACCESSIBILITY

LEGEND:

EXISTS

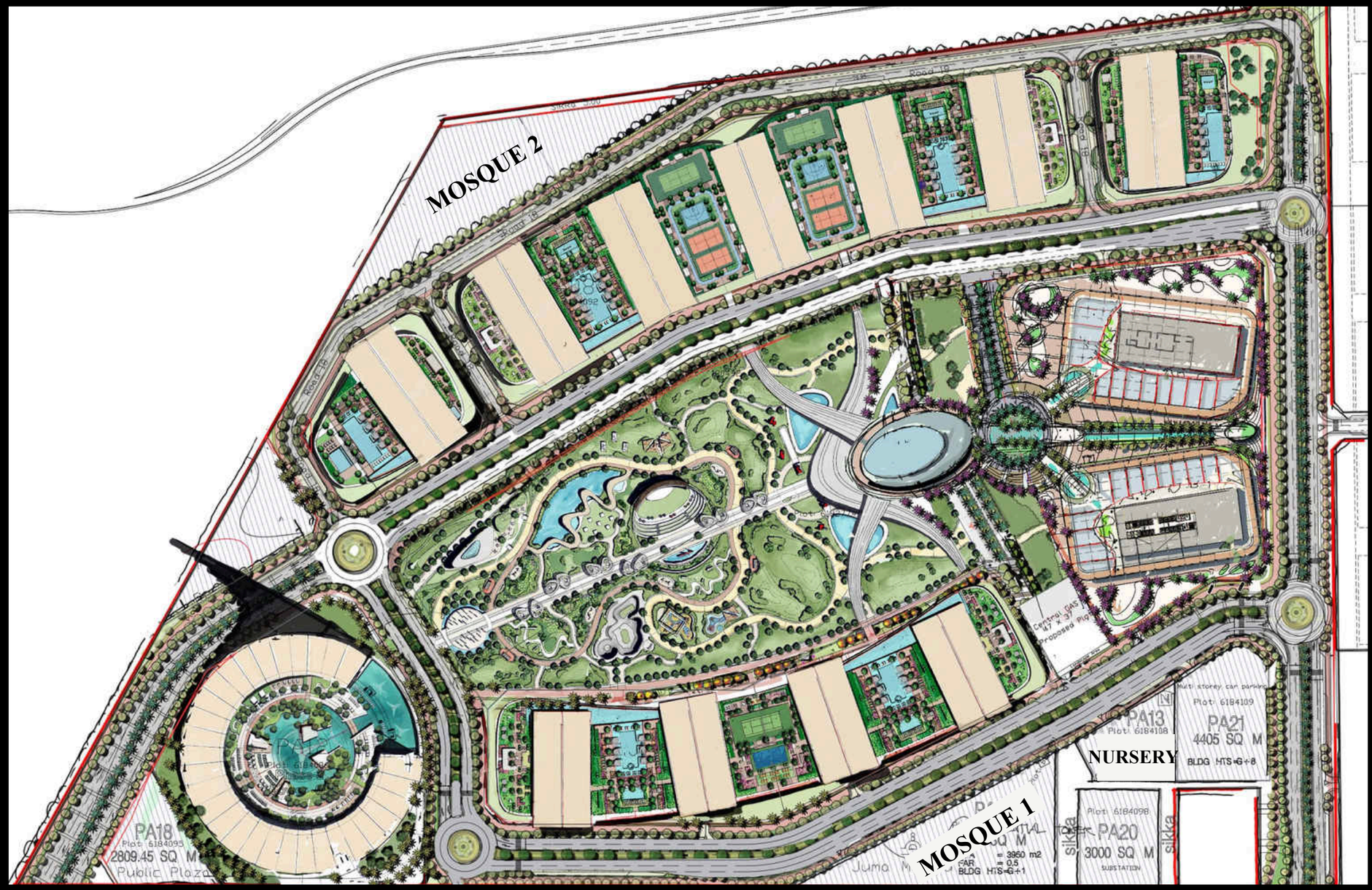
ENTRANCES



MASTERPLAN OVERVIEW

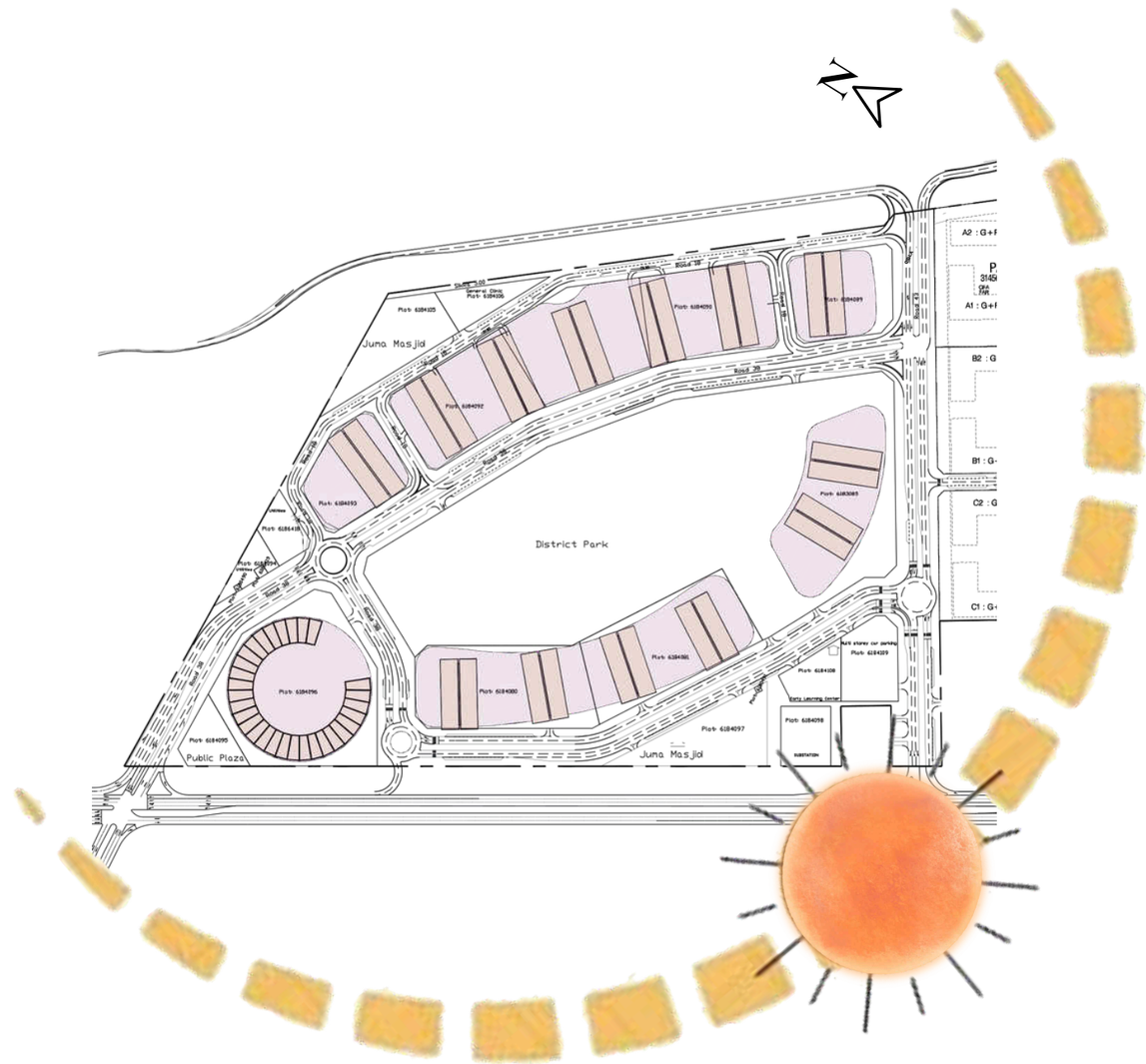
12-Residential tower urban composition, arranged as a city skyline with a central landscape heart and podium-connected lifestyle.

AL AIN ROAD



NAD EL SHEBA ROAD

SUN PATH CIRCULATION



Residential towers urban composition, arranged as a city skyline with a central landscape heart and podium-connected lifestyle.



TOWER HEIGHTS & SKYLINE HIERARCHY

A progressive residential skyline anchored by the visionary tower and supported by a family of stepped residential towers.

1 Project Maybach

2 3 Vision Mercedes-Maybach Ultimate Luxury

4 5 Vision Mercedes-Maybach 6

6 Vision Iconic

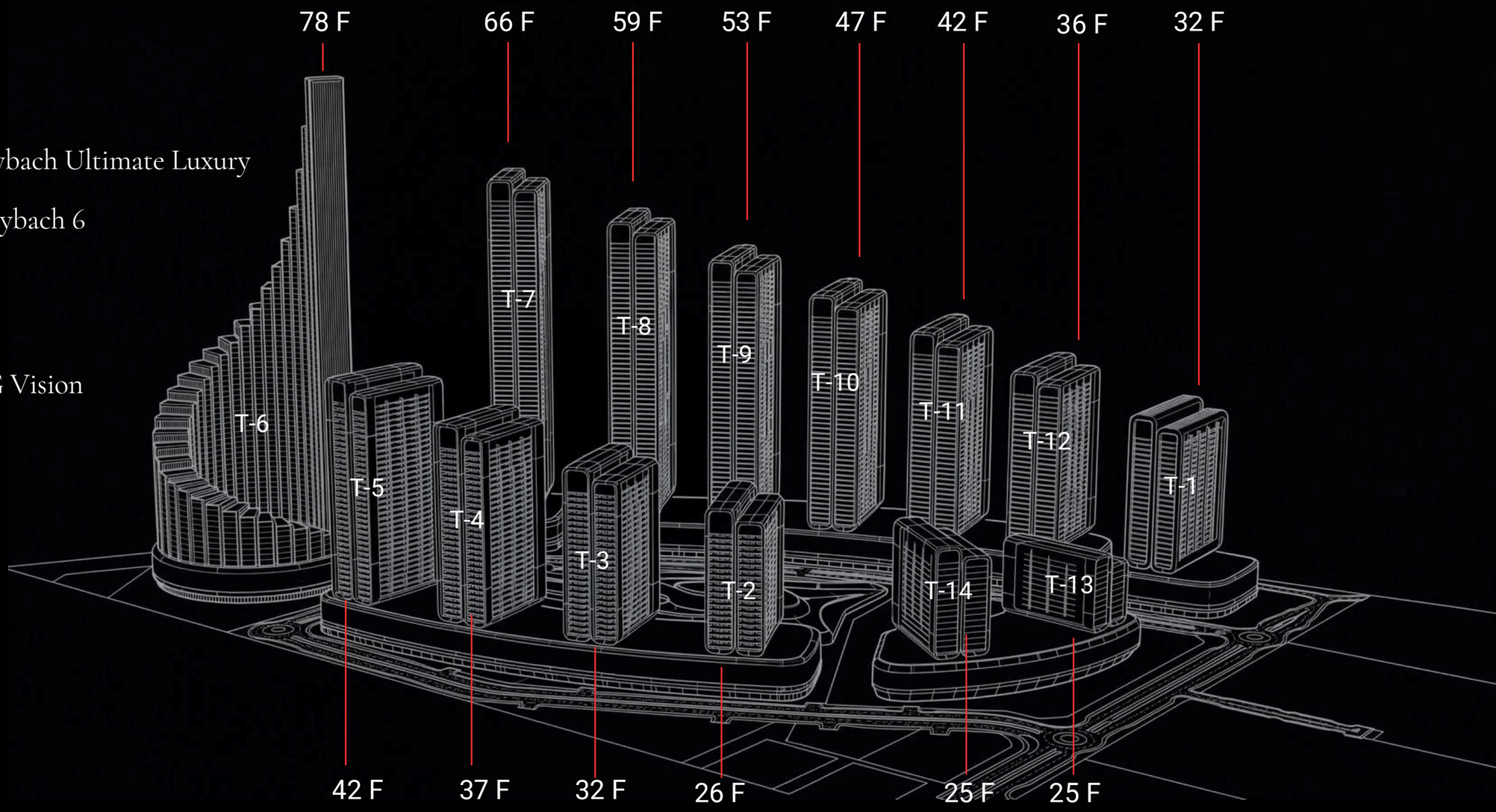
7 Vision One-Eleven

8 9 Mercedes-Benz AMG Vision

10 Vision AVTR

11 12 Vision Simplex

13 14 Offices





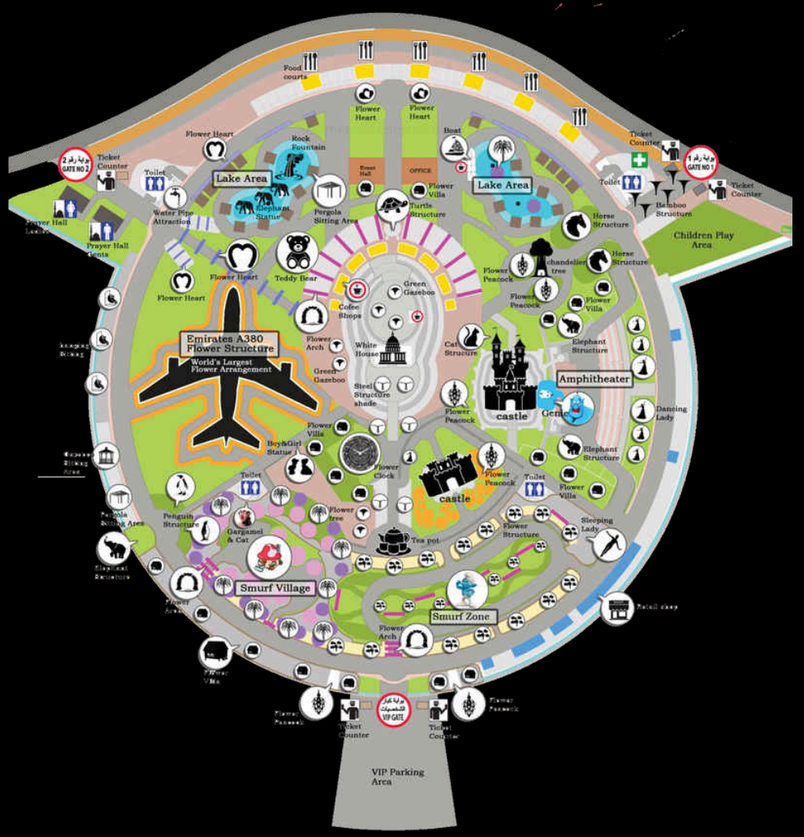
THE PARK / HEART OF THE CITY



MERCEDES-BENZ CITY PARK

Area: ~65,000 m²

A large central park designed as the heart of the masterplan, connecting residential, commercial, and leisure spaces while promoting walkability, wellness, and community interaction.



DUBAI MIRACLE GARDEN

Area: ~70,000 m²

The world's largest natural flower garden, featuring over 150 million flowers arranged in themed displays and artistic floral installations, making it one of Dubai's most iconic tourist attractions.

THE PARK

HEART OF THE CITY



THE CROWN ARENA
Dynamic Community Hub

THE GRAND PROMENADE
Scenic Central Boulevard

HARMONY HUB
Community Gathering Space

PICNIC GROVE
Peaceful Family Retreat

Mirror of Sky
Reflective Tranquil Landmark

Power Nooks
Outdoor Fitness Zone

WELLNESS CLUB
Fancy & luxurius

ADRENALINE LOOP
Thrilling Adventure Circuit

Aqua Joy
Interactive Water Playground

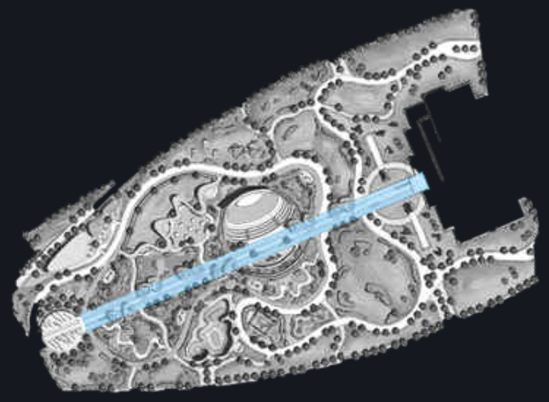
Little Marvels
Creative Children's Playground

Velocity Yard
Urban Skate Park

Meadow Pavilion
Creative Nature Retreat

AMENITIES REFERENCES

Silverstone ARCHITECTURE



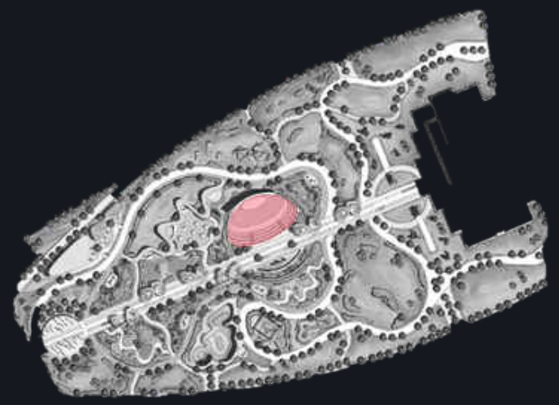
The Grand Promenade







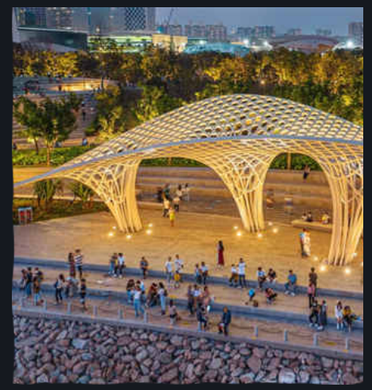


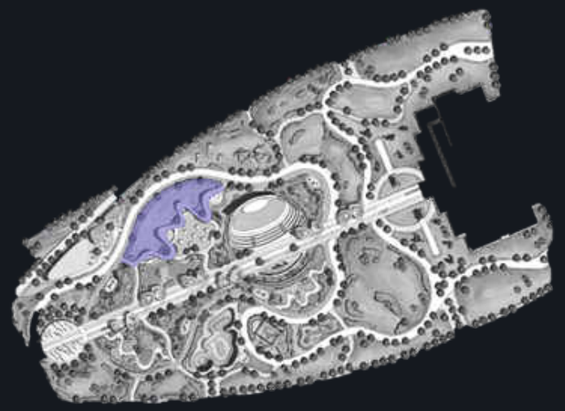


The Crown Arena



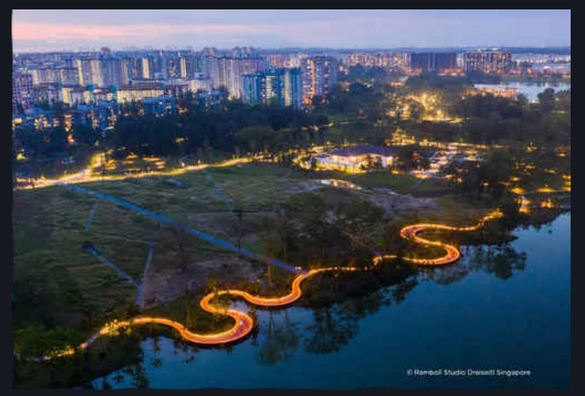






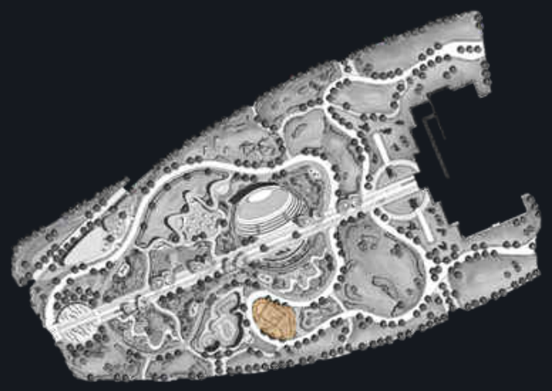
Mirror of the Sky







AMENITIES REFERENCES



Little Marvels

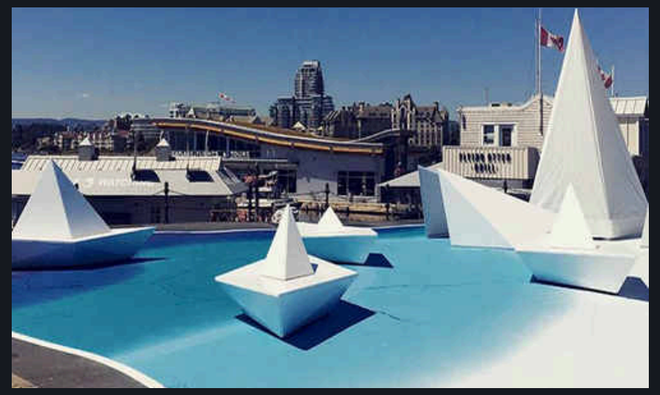






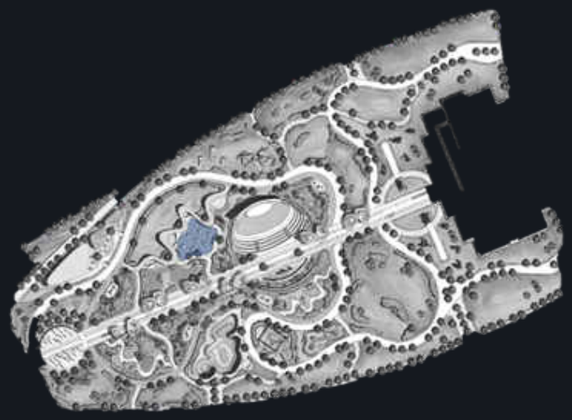


Aqua Joy









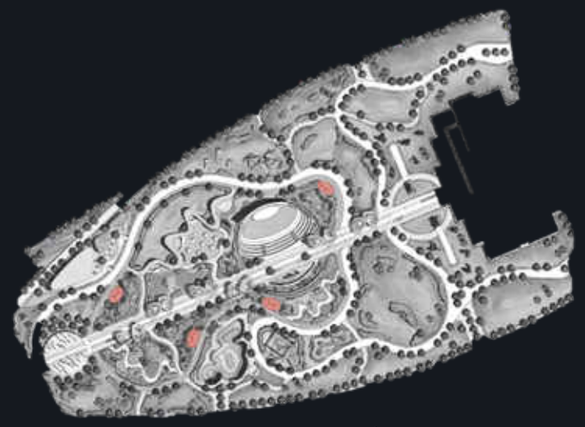
The Picnic Grove





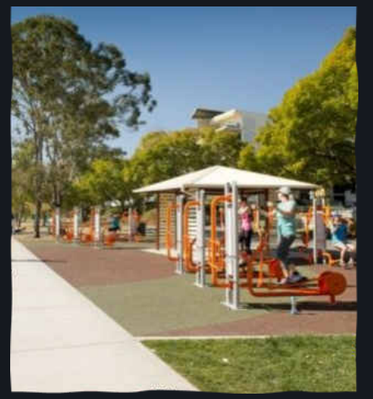


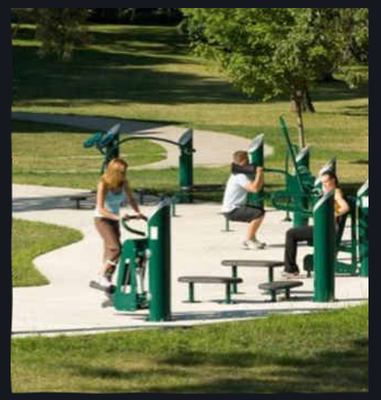
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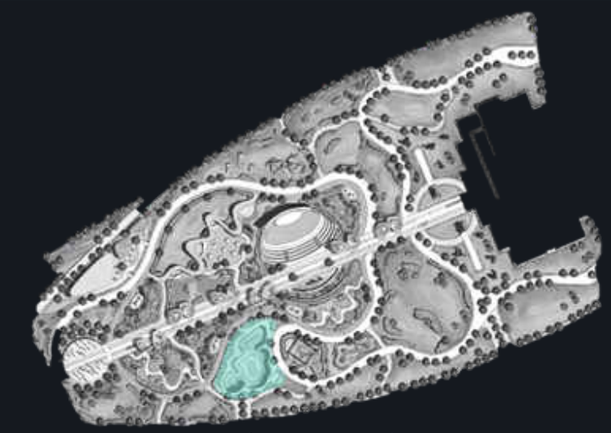


Power Nook

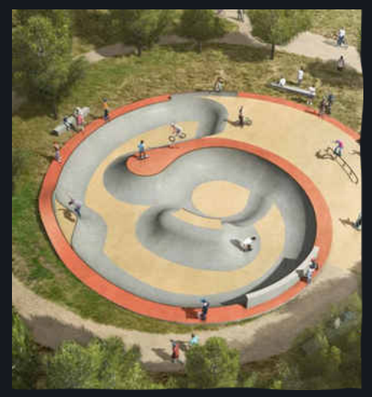


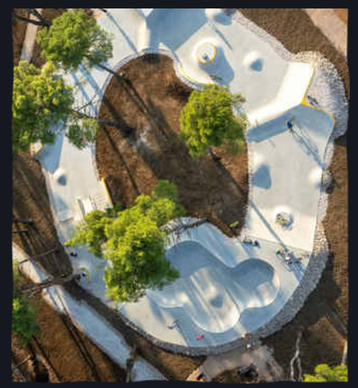




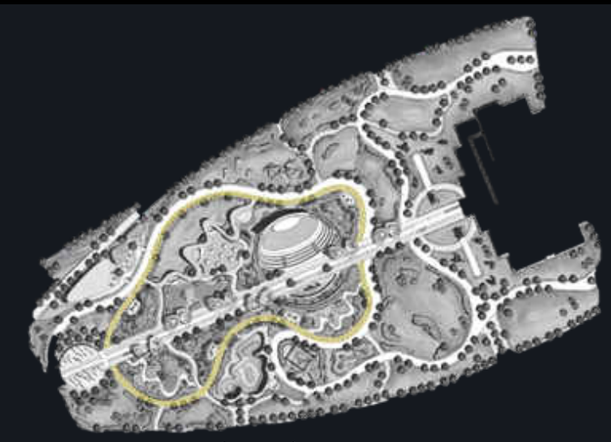


Velocity Yard

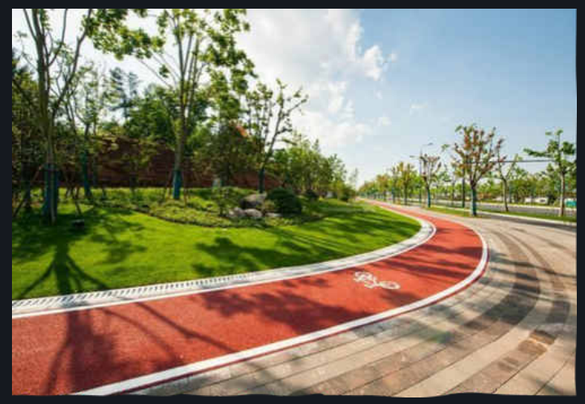


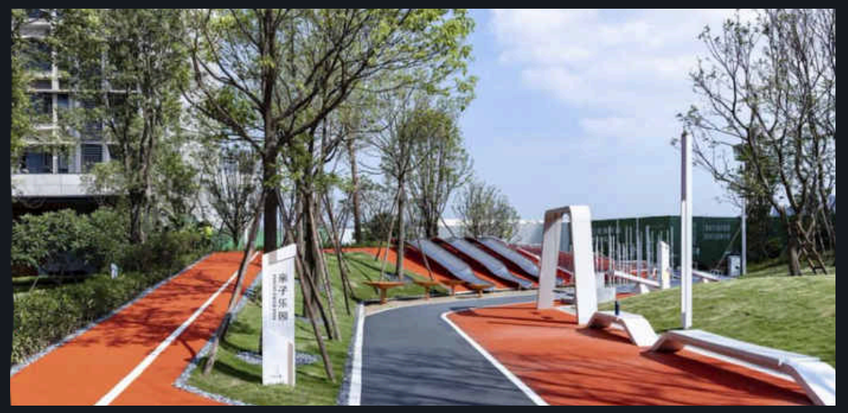




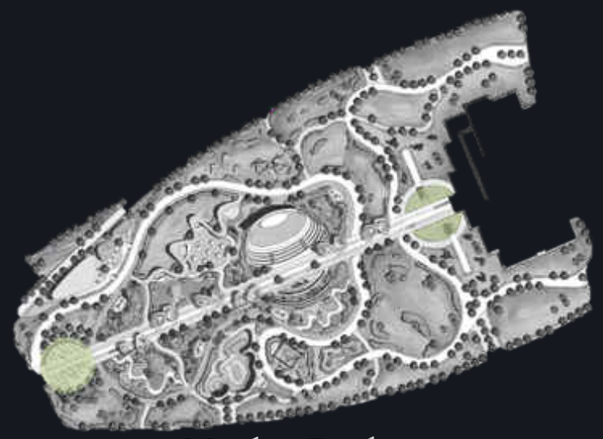


Adrenaline Loop





AMENITIES REFERENCES



Meadow Pavilion







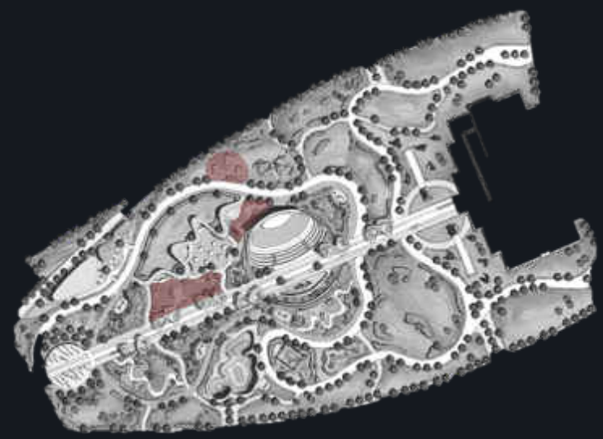


Harmony Hub



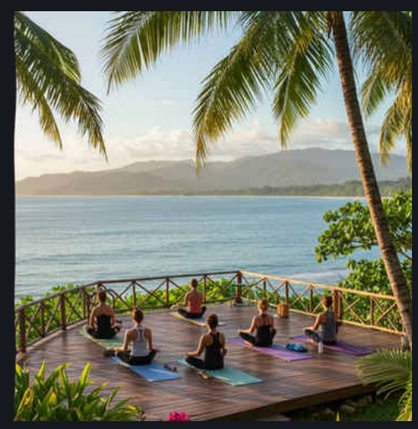


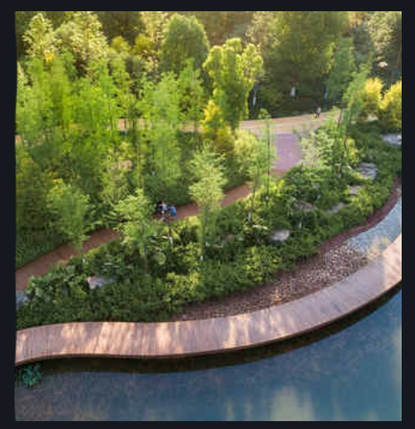




Whispering Garden

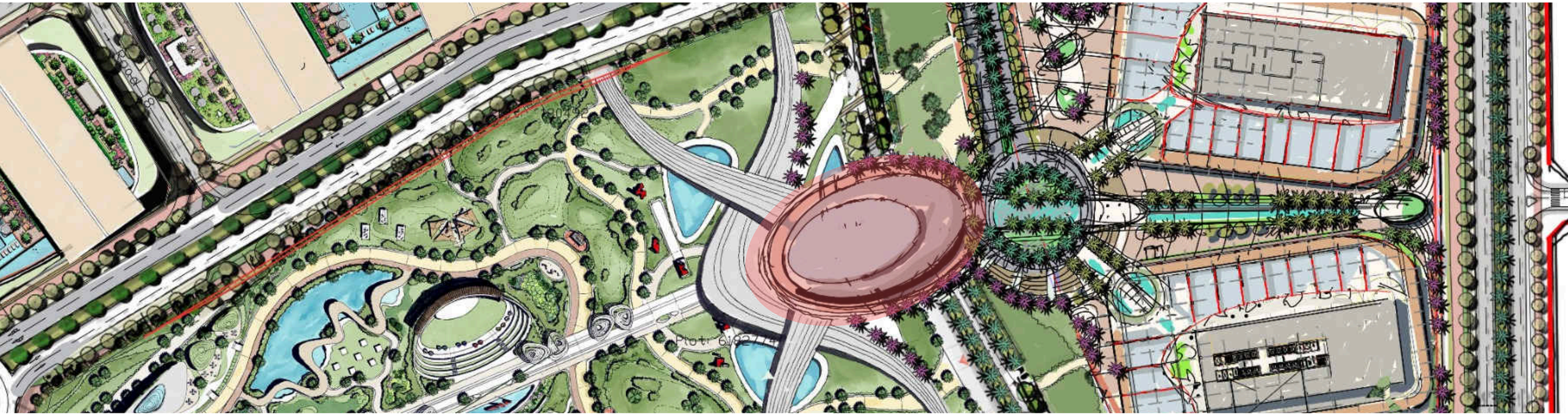


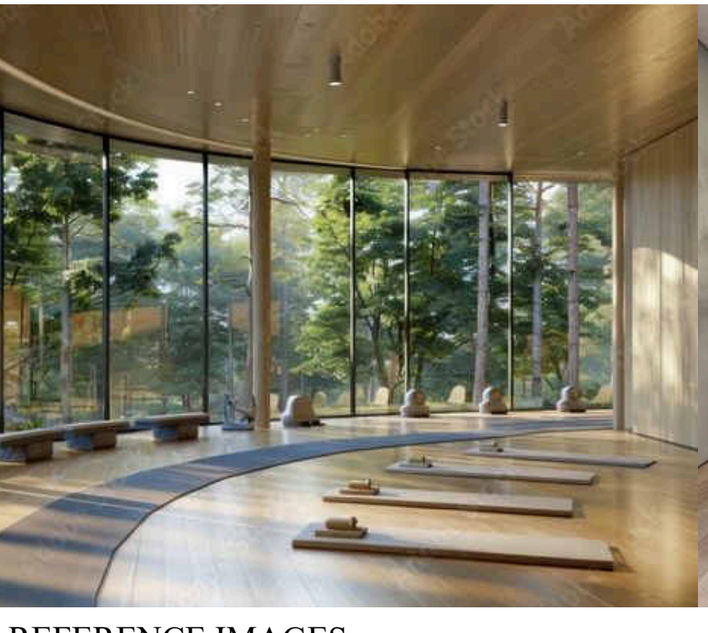


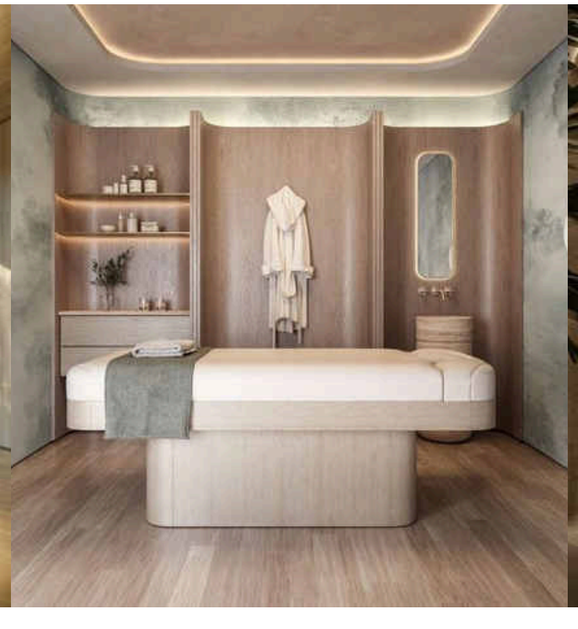


WELLNESS CLUB

A Fancy wellness club including cafe & kids playing area. Area of ~40,000 sqft.







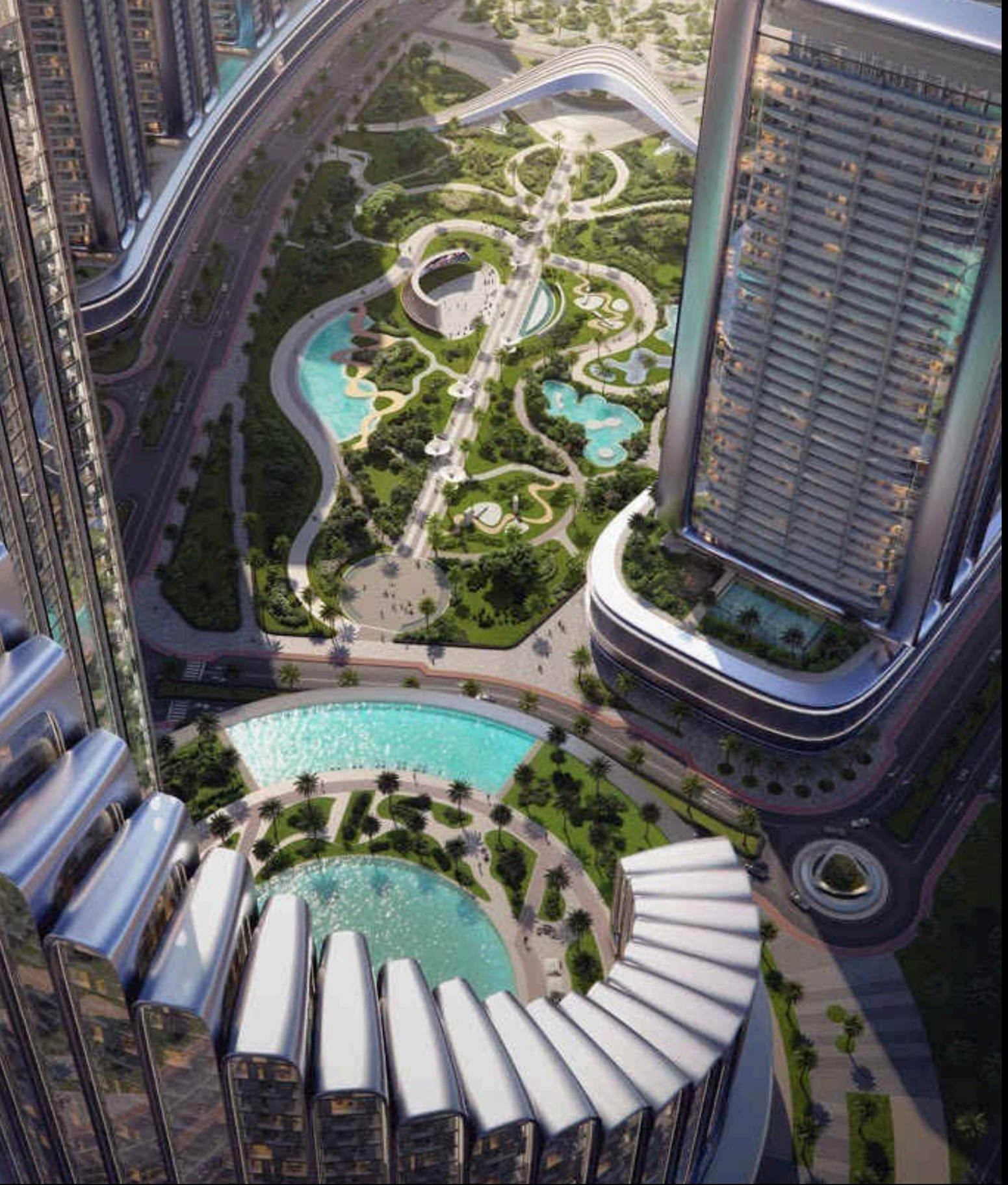






REFERENCE IMAGES





HEART OF THE CITY



THE PARK / HEART OF THE CITY

The Park is the emotional and social heart of the project, activated with retail, cafés, lifestyle spaces, and outdoor experiences.



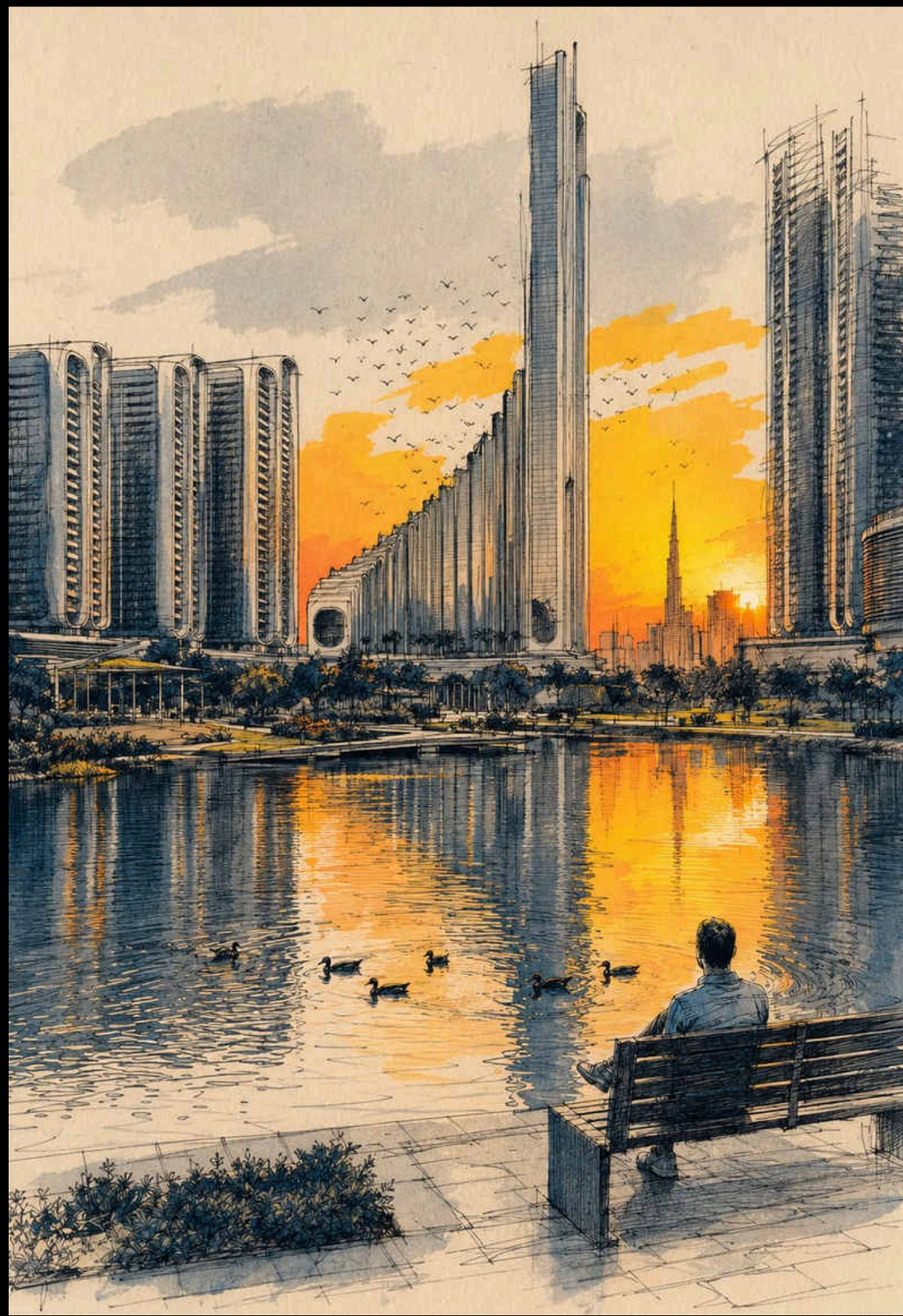



Mercedes-Benz Places
BINGHATTI CITY

THE PARK

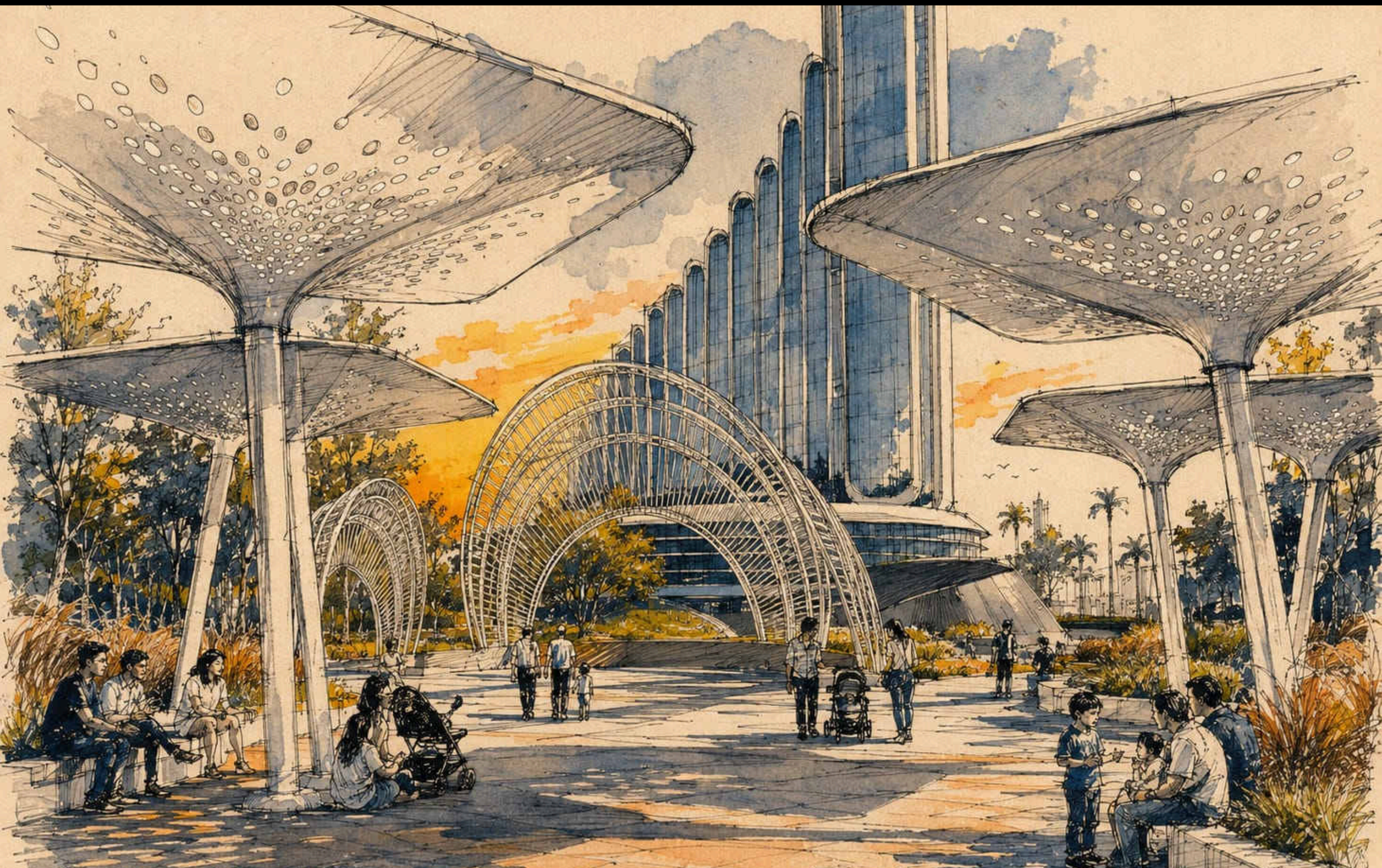
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THE PARK

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THE PARK

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A Grand Arrival, A Ceremonial Transition

A Grand Arrival,
A Ceremonial Transition



RETAIL EXPERIENCE



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RETAIL EXPERIENCE



ICONIC VISIONARY TOWER



Exclusive Features and Services

- WELL CERTIFICATION
- 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
- AIRCONDITIONED OUTDOOR SPACES

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

ICONIC VISIONARY TOWER

The tallest tower acts as the visual landmark of the masterplan, giving the city its signature presence and long-distance visibility.

Iconic Building height till the crown top: ~ 360m.

Total Floors: 78

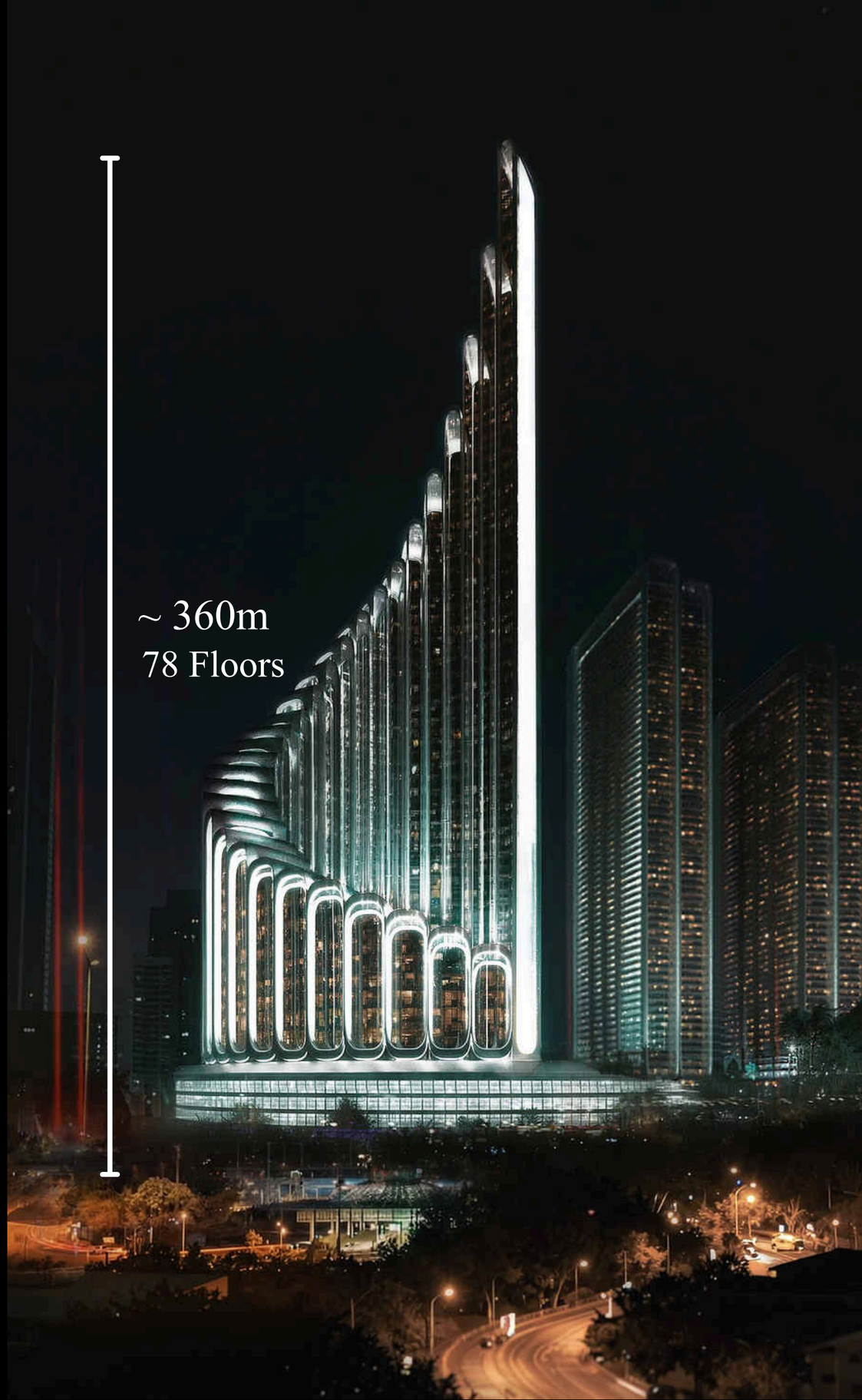
Residential unit clear height: up to ~3.20 m

Residential Unit Matrix:

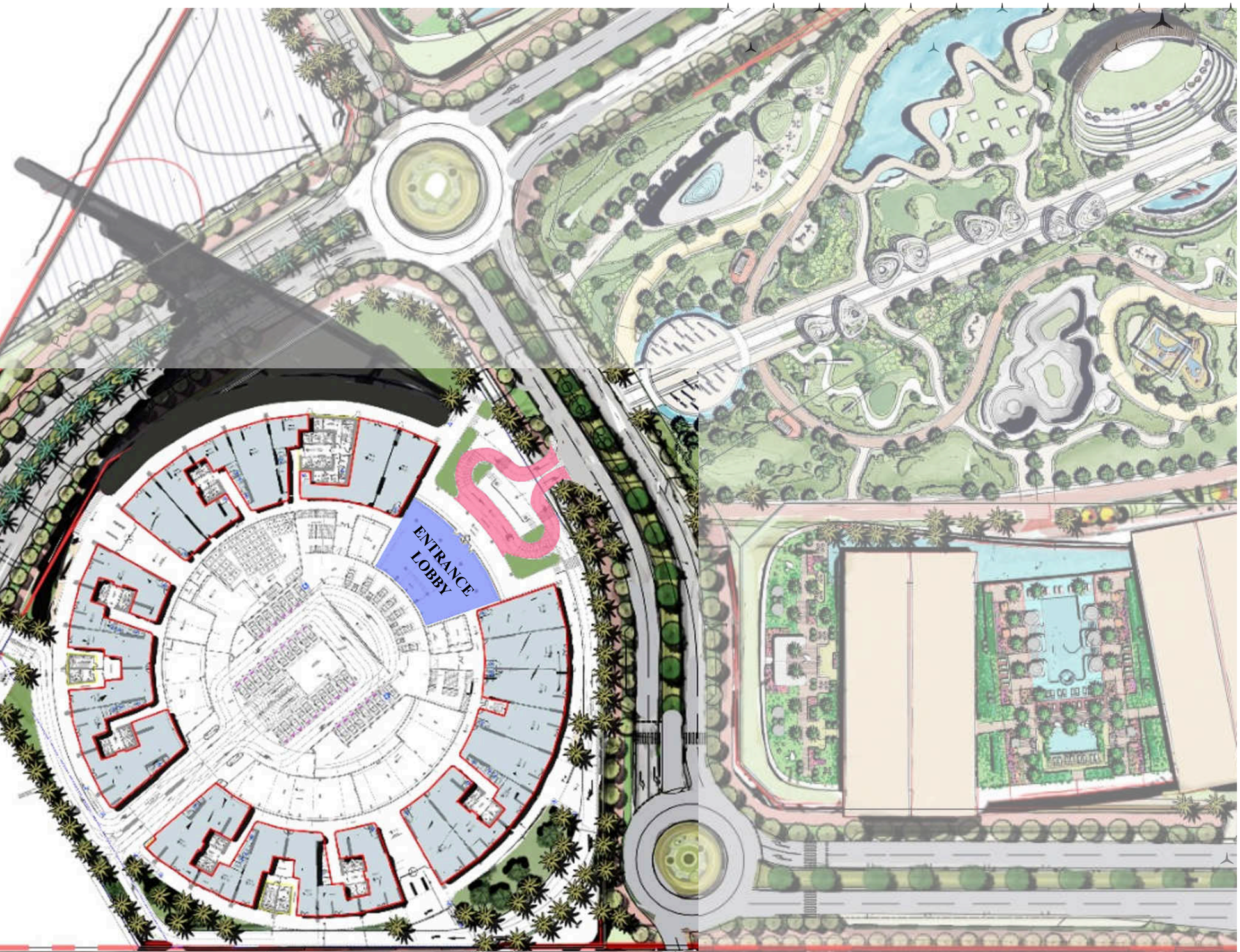
1 Bedroom - 1071
2 Bedroom - 281
3 Bedroom - 110
4 Bedroom - 9
5 Bedroom - 9

Total Residential Units: 1426

Total Retail Units: 27



DROP-OFF EXPERIENCE



Dropp off area height: ~7.0m

Main Entrances Clear height
Approx 5.70 m

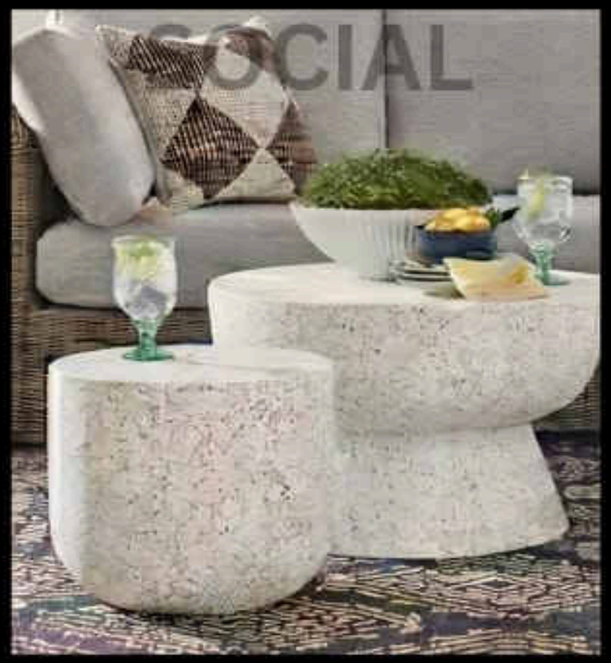
A GRAND ARRIVAL

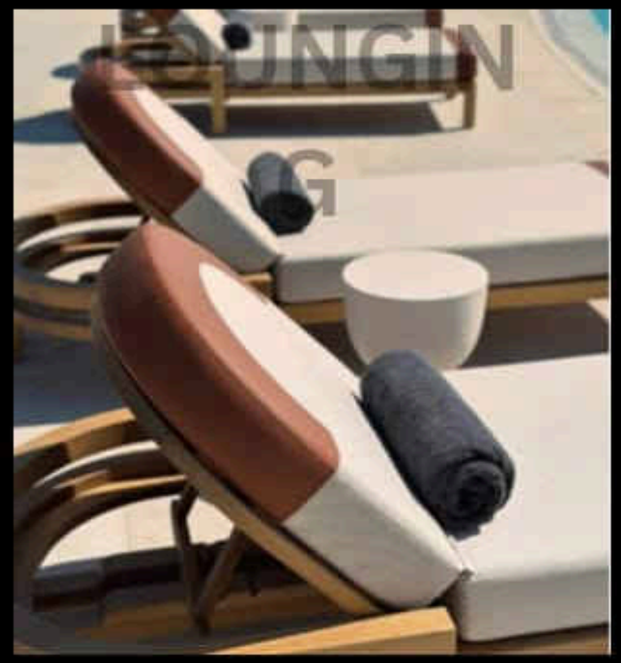
Silverstone
ARCHITECTURE



OUTDOOR AMINITIES
MOODBOARD & MATERIALS



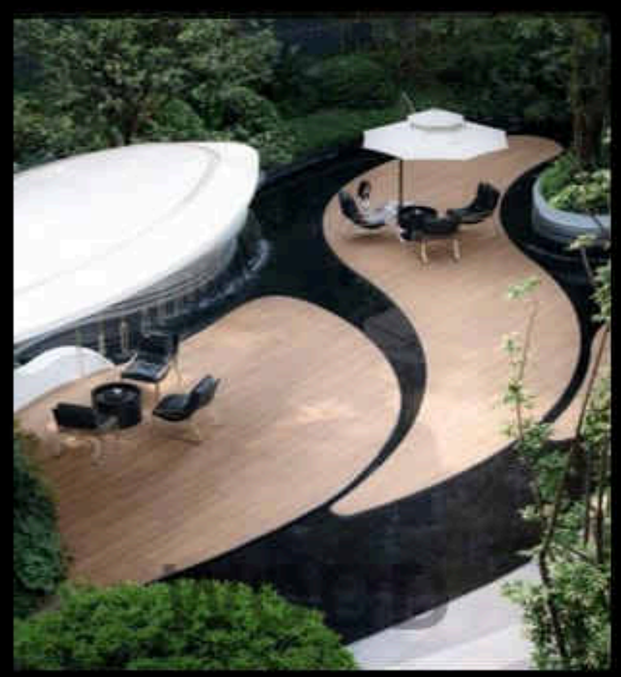














OUTDOOR AMINITIES
MOODBOARD & MATERIALS

Silverstone
ARCHITECTURE

















ICONIC OUTDOOR AMENTIES

INFINITY POOL
~900 Sqm

SUNBED

KIDS POOL
~250 sqm

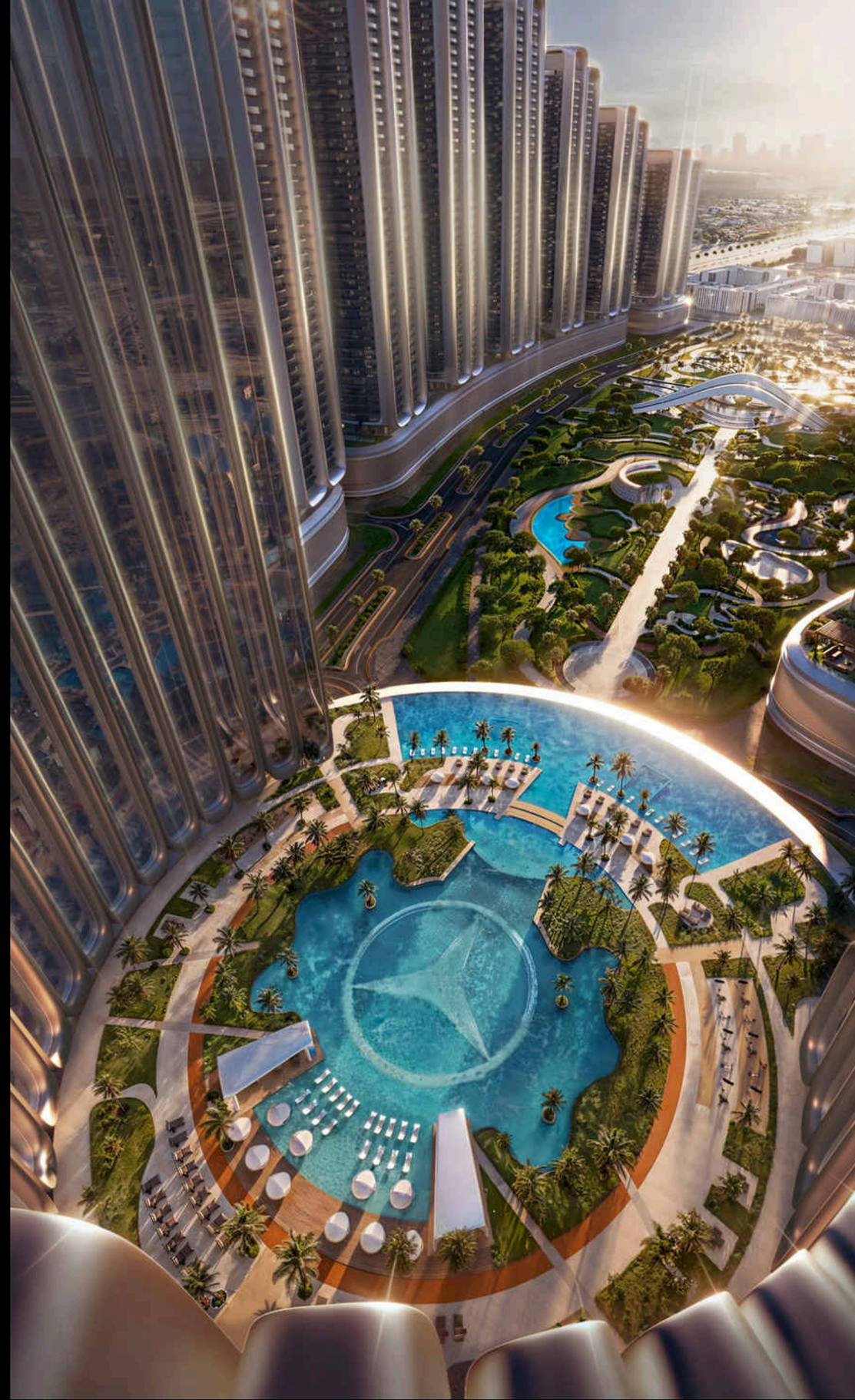
FAMILY SITTING

ADULTS POOL
~1,300 Sqm

SHADED AREA

SHRUBS





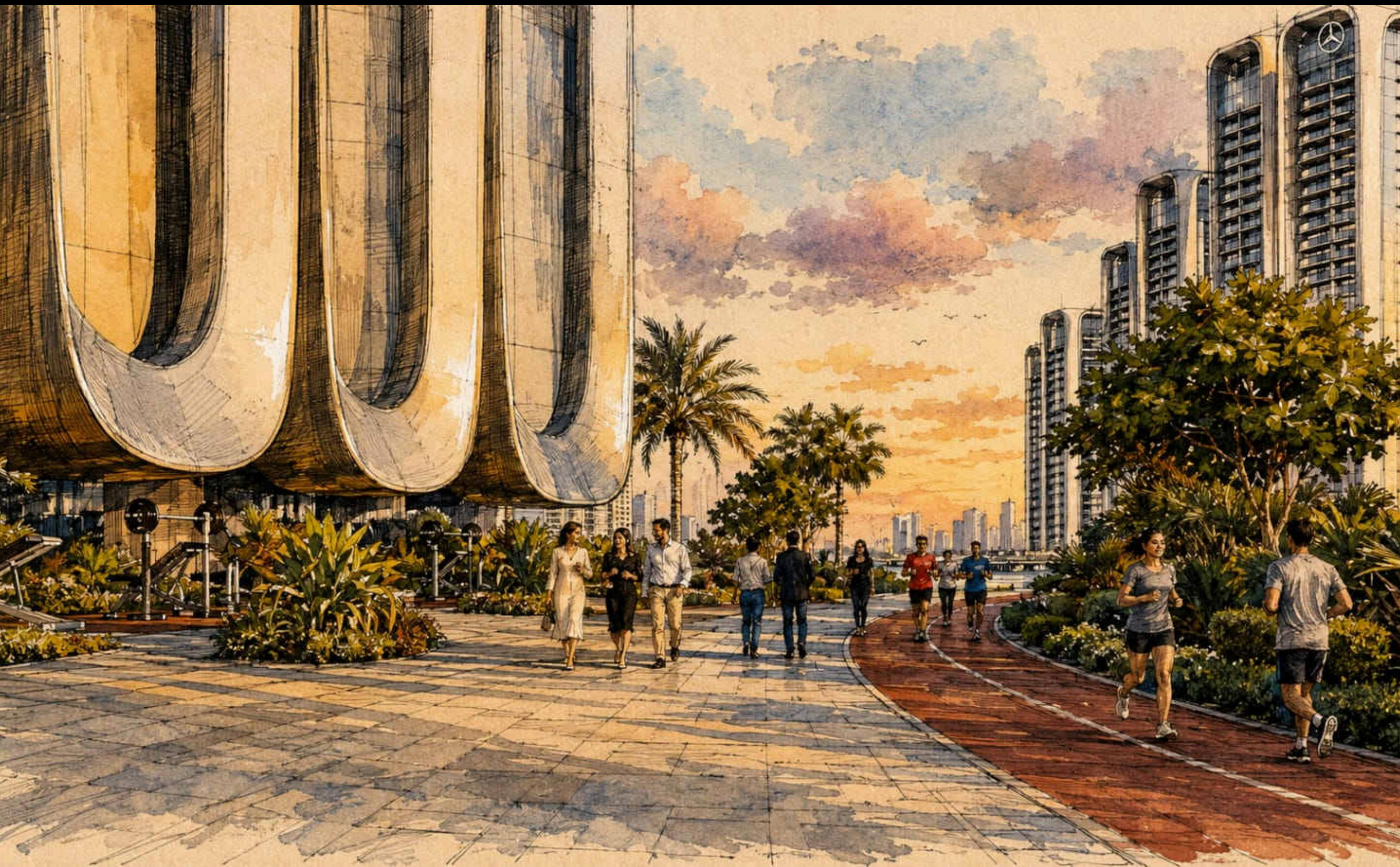
ICONIC OUTDOOR AMENTIES

Silverstone
ARCHITECTURE



ICONIC OUTDOOR AMENTIES

Silverstone
ARCHITECTURE



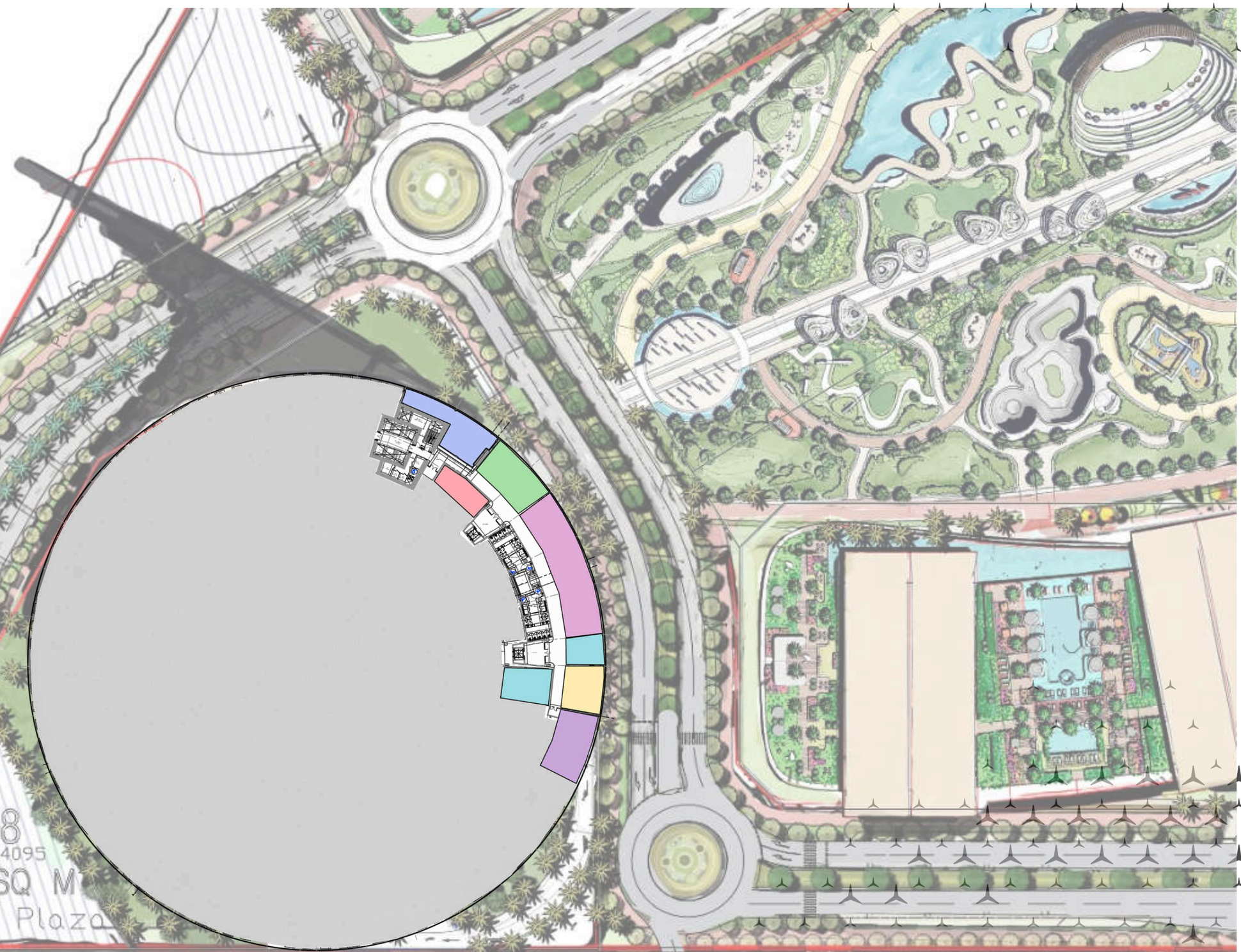
PRIVATE POOLS



Private pool size:

~ 18 sqm | 4 x 4.5 x 1 m

INDOOR AMENITIES



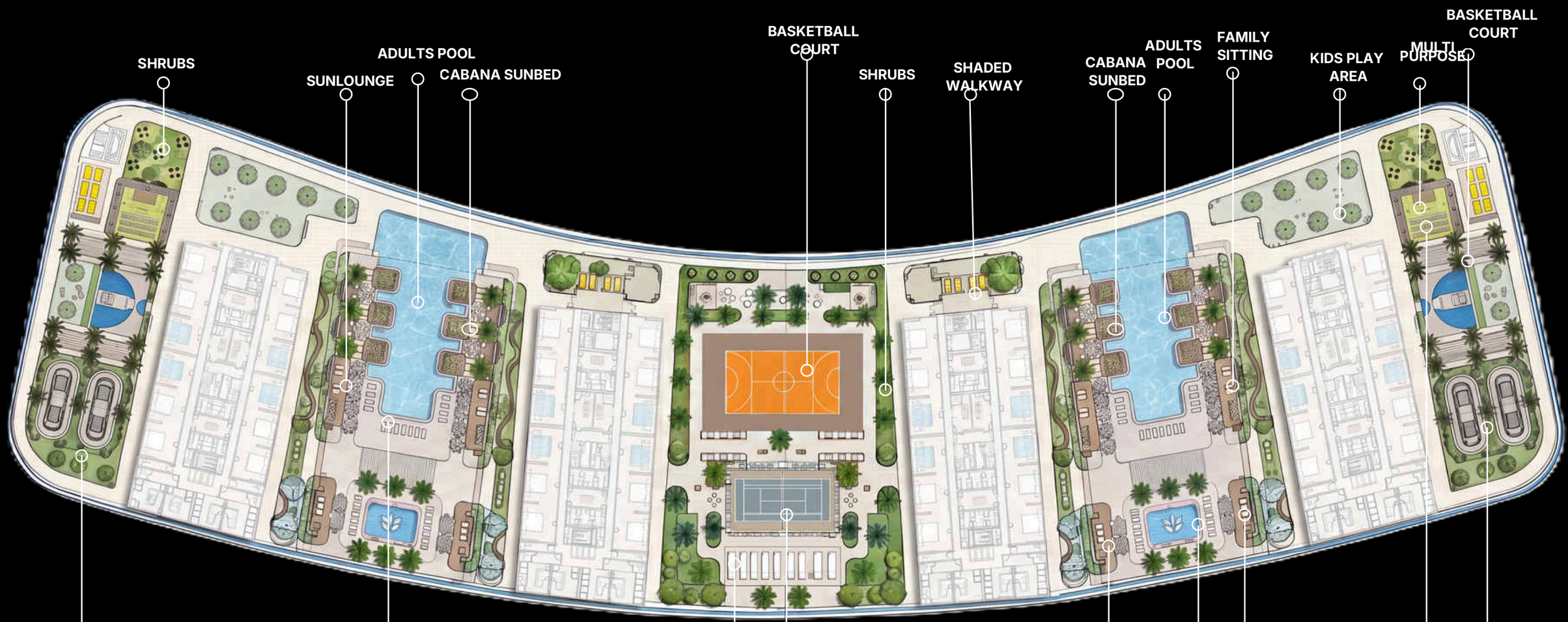
LEGEND:

- KIDS AREA
- YOGA
- GYM
- SAUNA , STEAM , JACUZZI
- TREATMENTS
- CINEMA
- SERVICES

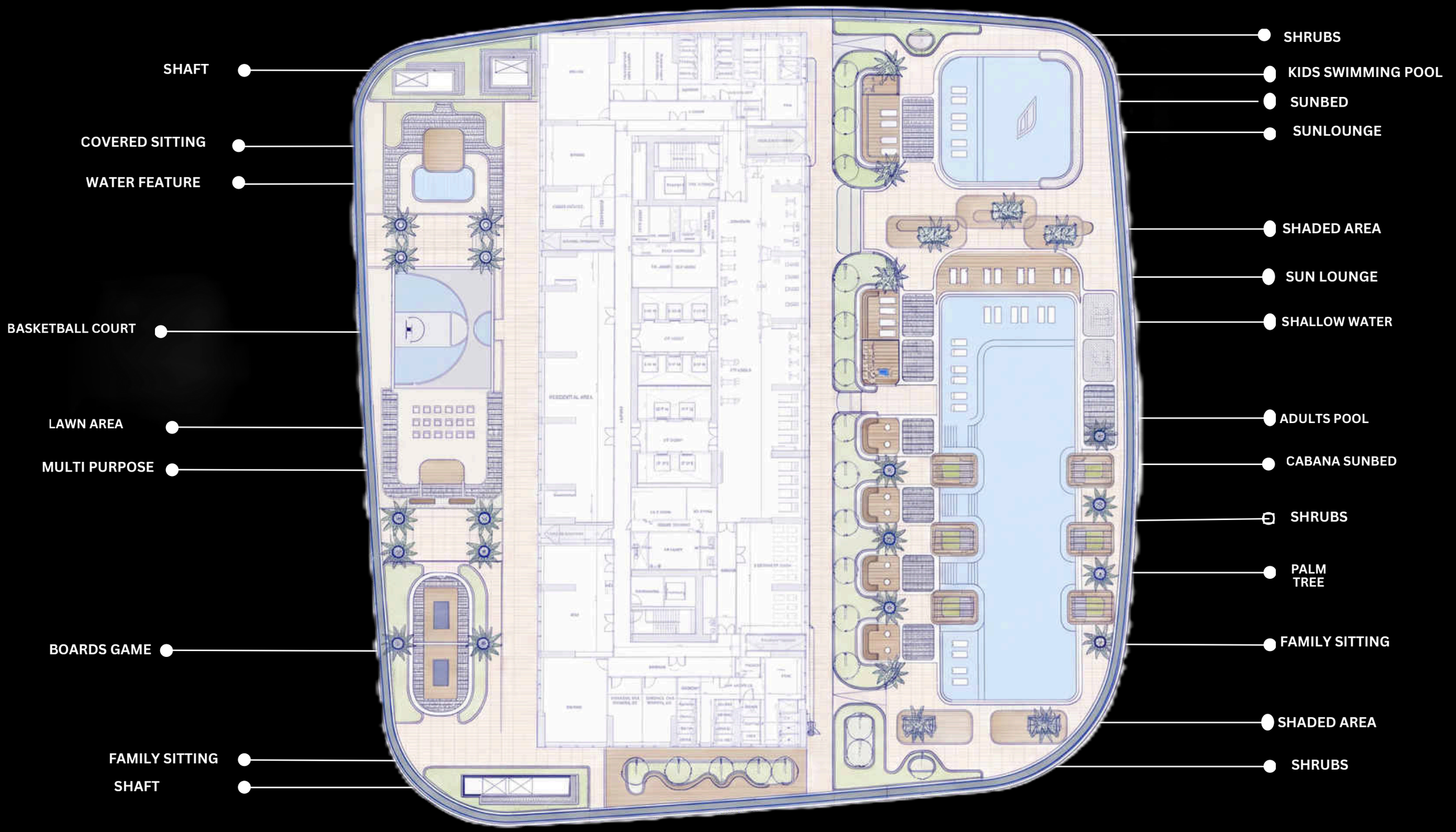
RESIDENTIAL BUILDINGS



BUILDING'S OUTDOOR AMENTIES



BUILDING'S OUTDOOR AMENTIES



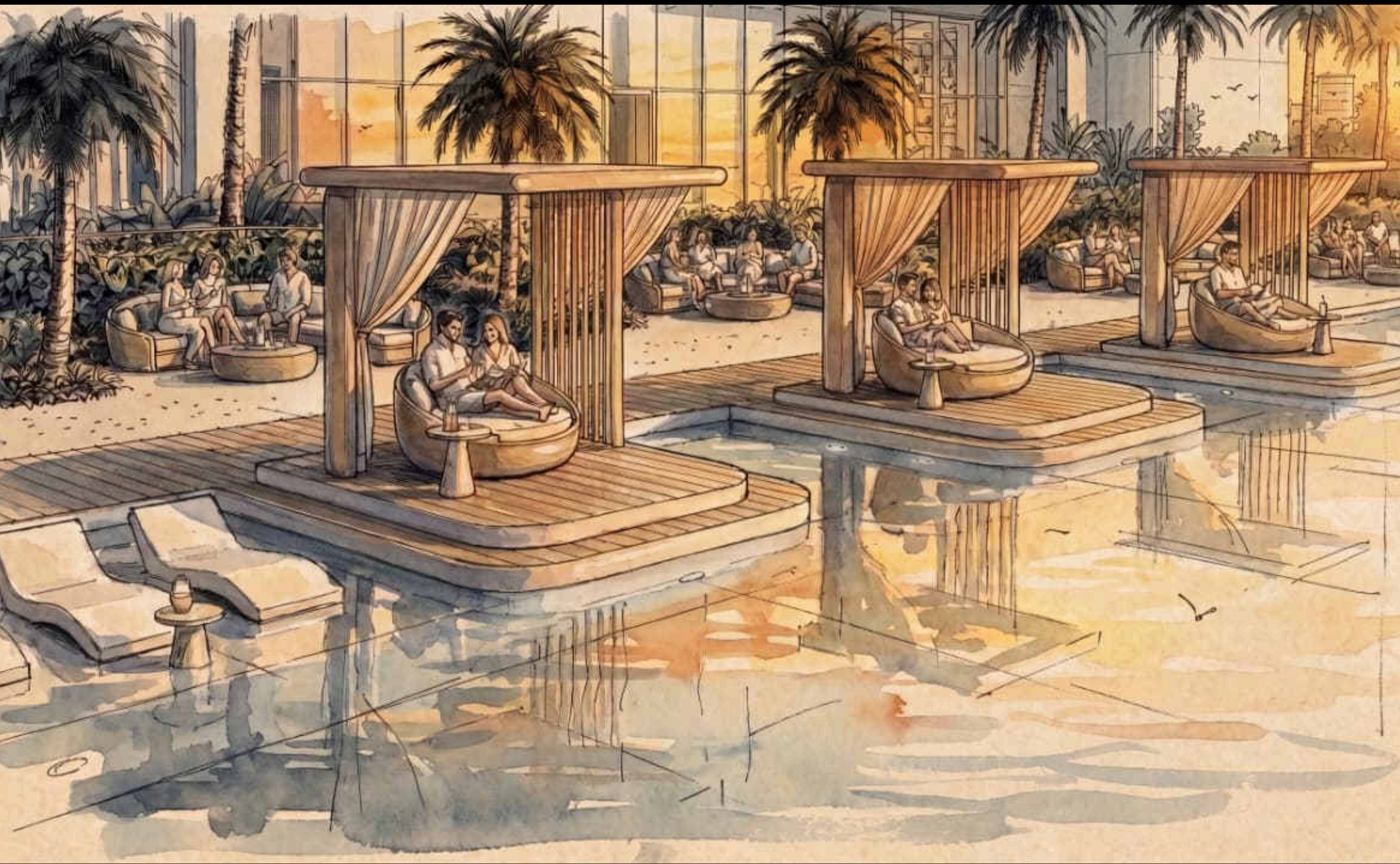
BUILDING'S OUTDOOR AMENTIES

BUILDING'S OUTDOOR AMENTIES

BUILDING'S OUTDOOR AMENTIES



BUILDING'S OUTDOOR AMENTIES



BUILDING'S OUTDOOR AMENTIES



Mercedes-Benz Places
BINGHATTI CITY

Silverstone ARCHITECTURE

OVERALL PROJECT NUMBERS

The masterplan evolves from plot boundaries and allowable massing into a sculpted Mercedes-Benz city skyline, activated by podium landscapes and lifestyle amenities.

14
TOWERS IN THE MASTERPLAN

~9M
RESIDENTIAL SQ.FT PROPOSED GFA

~650,000
OFFICES SQ.FT

+200
GROUND-FLOOR SHOPS

STUDIO–5BR
RESIDENTIAL PRODUCT RANGE

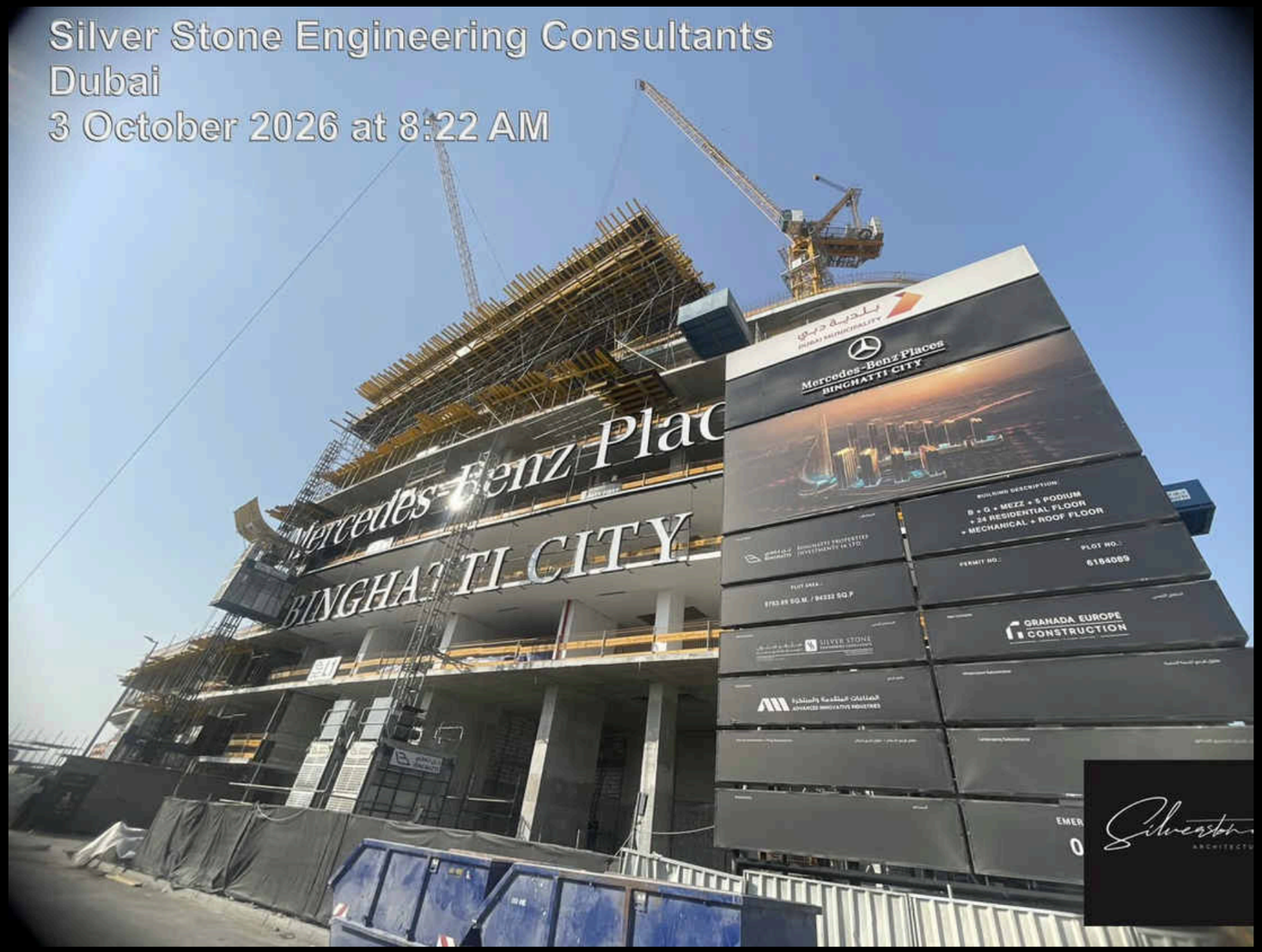
+12,000
RESIDENTIAL UNITS, T1–T14

650,000
PARK SQ.FT

+650,000
BUILDING OUTDOOR AMENITIES SQ.FT

UP TO 78
NUMBER OF FLOORS

MBC ONGOING SITE PROGRESS (03.OCT.2026)

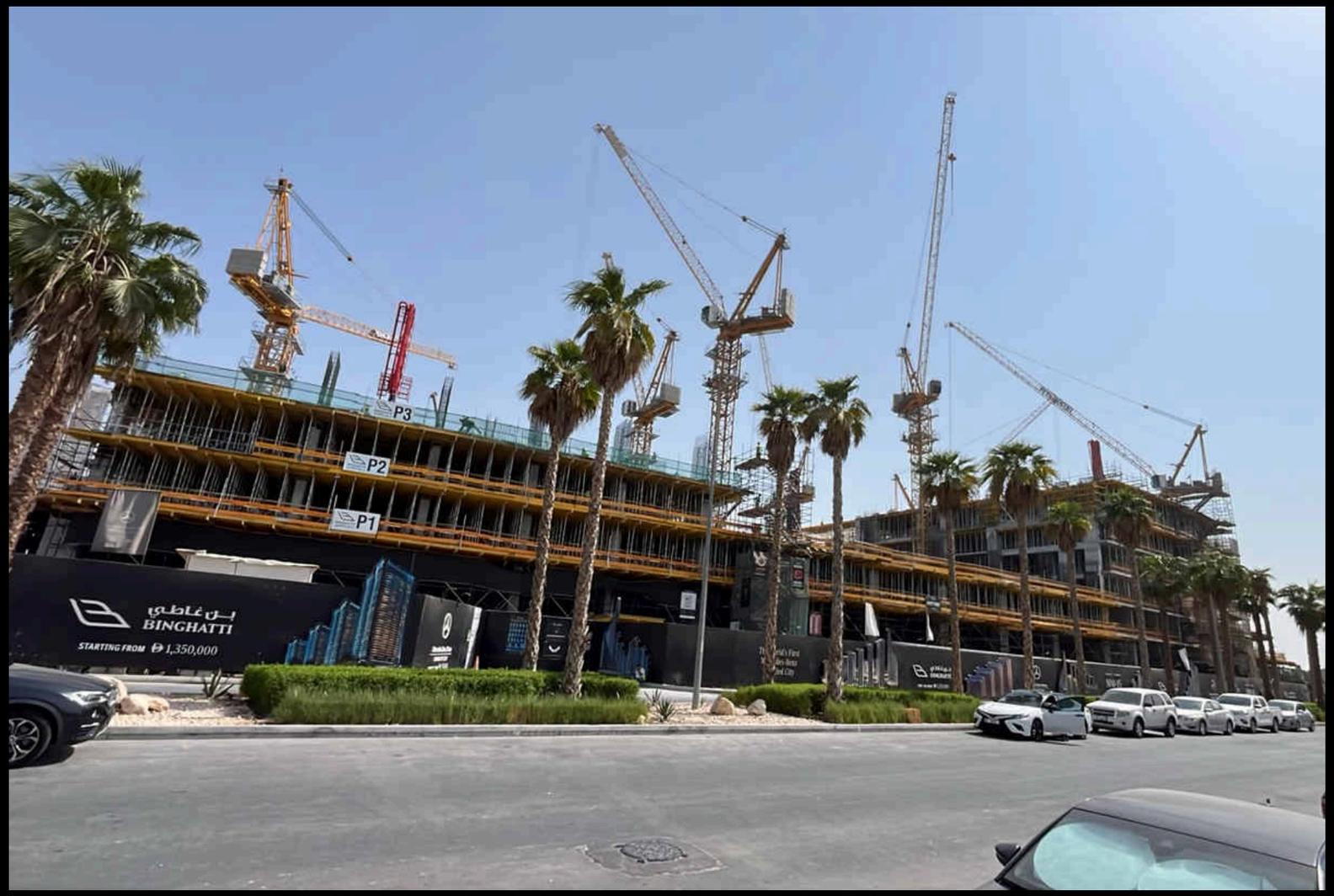


TOWER-1: LEVEL 03

Mercedes-Benz Places

BINGHATTI CITY

MBC ONGOING SITE PROGRESS (03.OCT.2026)



TOWER-2: LEVEL 01
TOWER-3: PODIUM 3

Mercedes-Benz Places
BINGHATTI CITY

MBC ONGOING SITE PROGRESS (03.OCT.2026)



TOWER-4: PODIUM 4

Mercedes-Benz Places

BINGHATTI CITY

MBC ONGOING SITE PROGRESS (03.OCT.2026)

Silverstone ARCHITECTURE



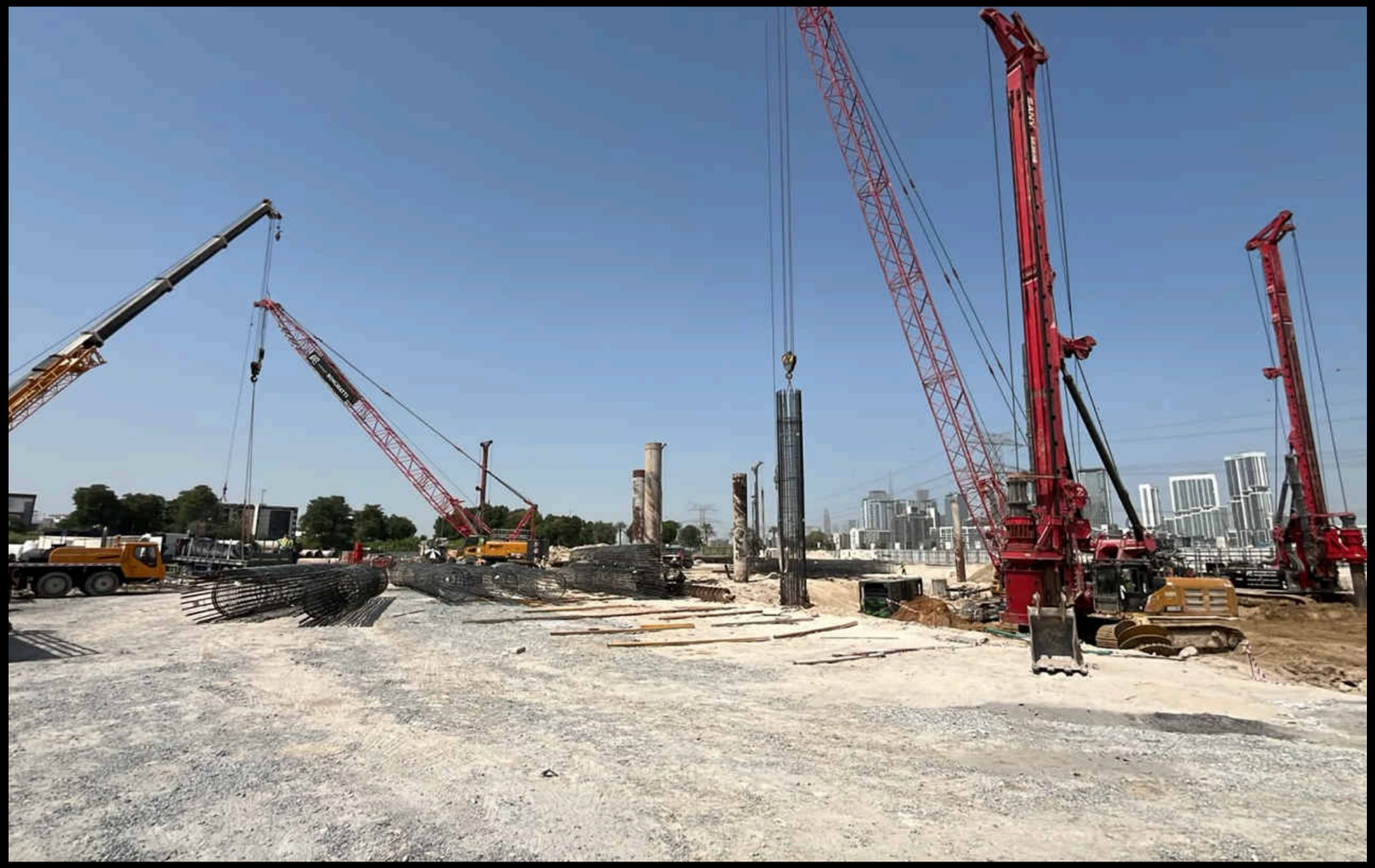
TOWER-5: LEVEL 01

Mercedes-Benz Places

BINGHATTI CITY

MBC ONGOING SITE PROGRESS (03.OCT.2026)

Silverstone ARCHITECTURE



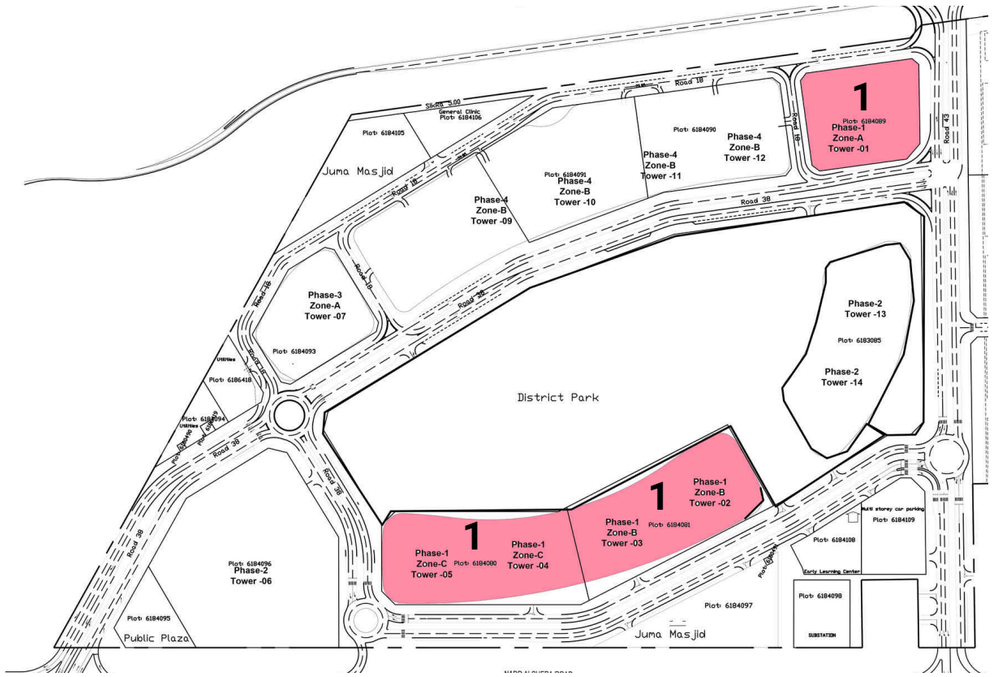
THE ICONIC: PILING WORKS

Mercedes-Benz Places

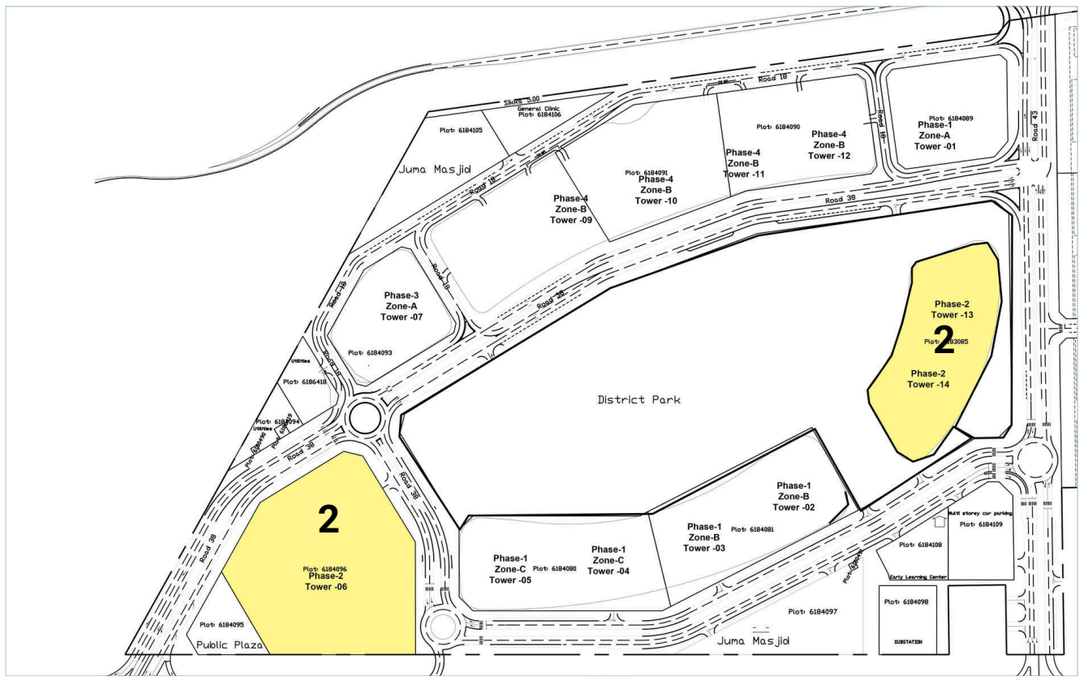
BINGHATTI CITY

PROJECT PHASING

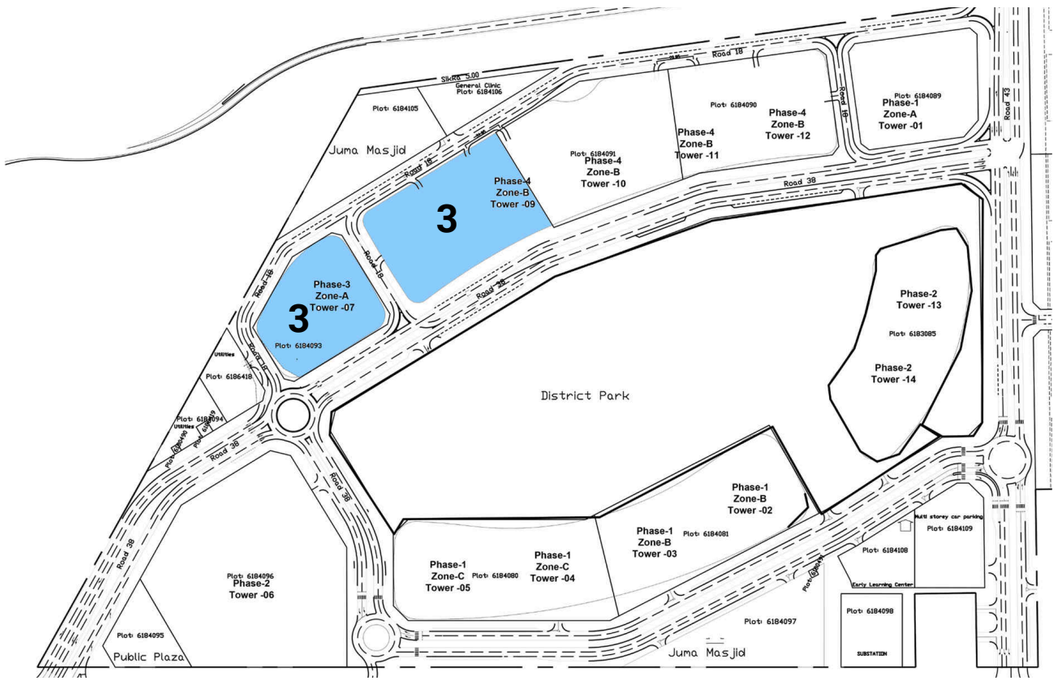
PHASE 01



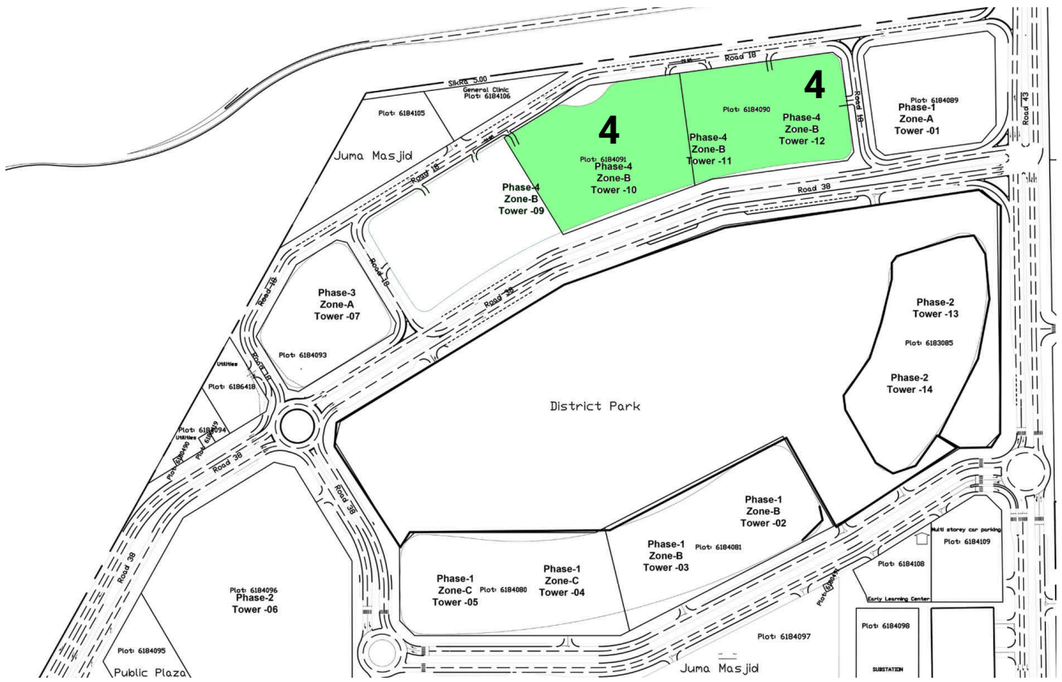
PHASE 02



PHASE 03



PHASE 04





A Legacy of Architectural Artistry

THANK YOU !

Mercedes-Benz Places

BINGHATTI CITY

Silverstone

ARCHITECTURE