



Mercedes-Benz Places

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.

													
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 Binghatti 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



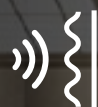
SOLAR PHOTOVOLTAIC
TECHNOLOGY



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

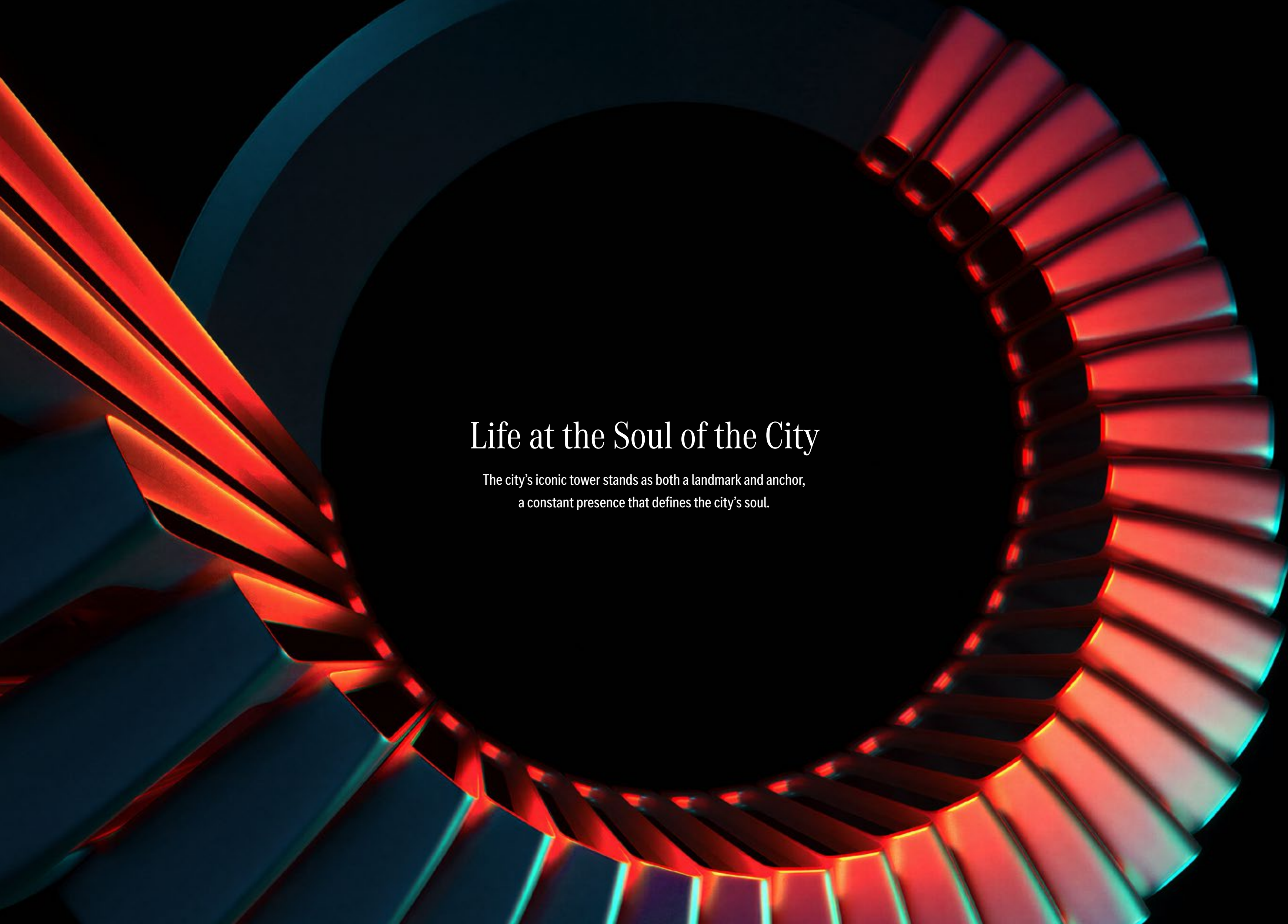
7. Vision One-Eleven

8 - 9. Mercedes-Benz AMG Vision

10. VISION AVTR

11 - 12. Vision Simplex



The background features a dark, almost black, circular field. Overlaid on this are several concentric circles in a deep teal or blue color. A prominent, glowing red structure, resembling a stylized tower or a series of stacked, curved blocks, spirals upwards from the bottom left towards the top right. The red structure has a metallic, reflective quality with bright highlights and deep shadows. The overall composition is dynamic and architectural.

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.







Project Facts

Vision Mercedes-Maybach Ultimate Luxury

Property Type:

Residential & Retails

Plot area:

14220.38 SQM./ 153067 SQFT

Description:

Basement + Ground Floor +
Mezzanine + 5 Parking Floors +
19 Residential Floors +
24 Residential Floors +
Mechanical Floors + Roof

Number of Units:

Studio:	864
1 Bedroom:	140
2 Bedroom:	140
3 Bedroom:	60

Total Residential Units:	1204
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Shop (Ground Floor):	28
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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

