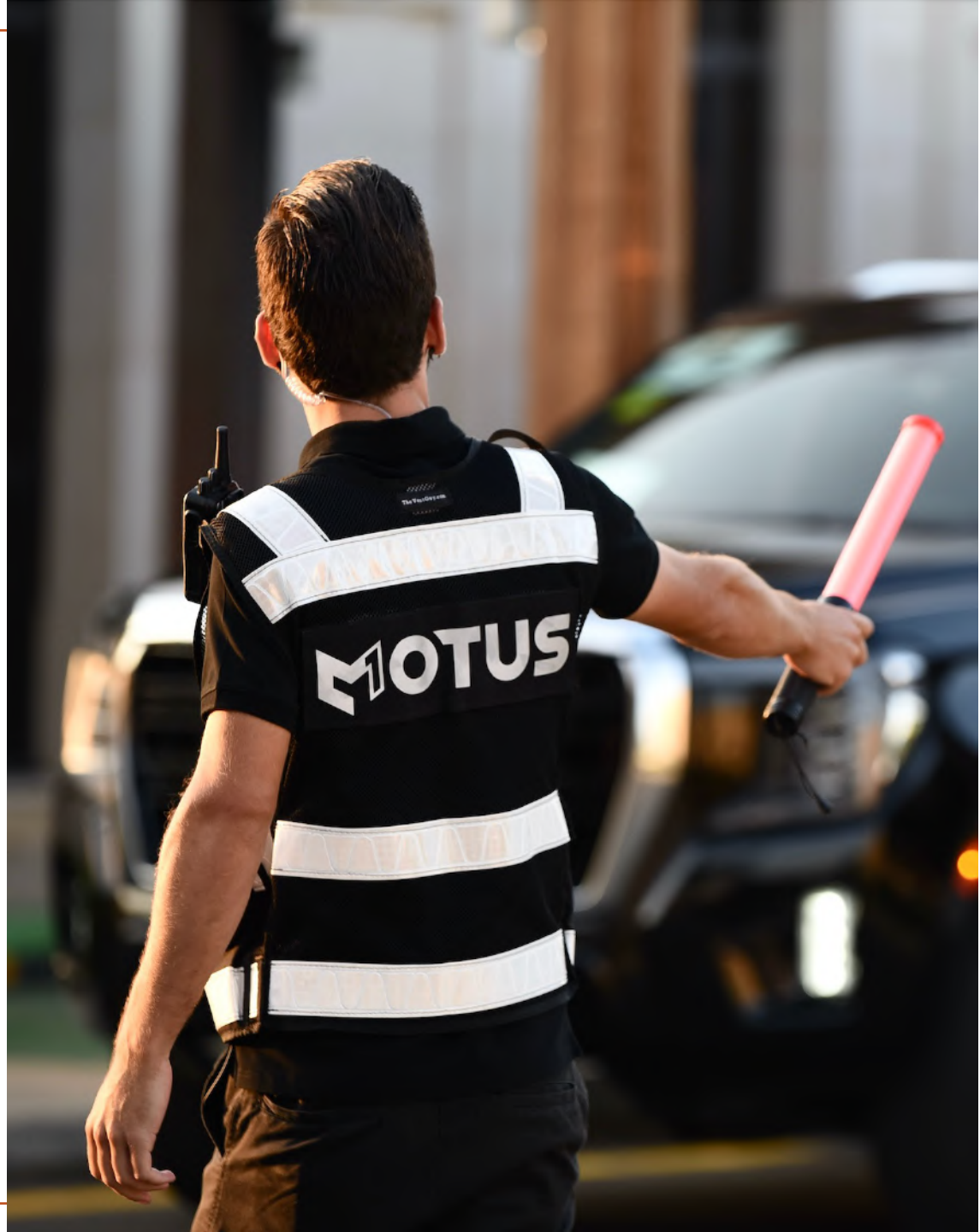


MOTUS

Company Profile 2023

Expert transport management for fleets, events and logistics



Contents

1. [Our Company](#)
2. [About Us](#)
3. [Our Services](#)
4. [Our Project Methodology](#)
5. [Our Technology](#)
6. [Recognized by the Industry](#)
7. [Company Experience and Case Studies](#)
8. [Our Clients](#)



1. Our Company

Our promise, delivered to you, every time.

As producers of high-profile events who aim to deliver exceptional service for your guests every time, MOTUS | ONE is your ideal partner.

Our experienced transport management team designs and delivers transportation and transport staffing solutions that convert complex scenarios into simple solutions. We have the right mix of experience, creativity, and technology to get the job done right with the aim of keeping our promise to you, every single time.

For businesses that need their people in the right place at the right time, we provide transport services with precision that only comes from mastering the ever changing and demanding world of events.

Our Company

With 12+ years of experience, MOTUS | ONE is the recognized and respected leader in planning and managing event transportation and fleet manpower for mega-events in the USA, Europe, Africa and the Middle East.

You can rely on us to deliver world-class event-transport management and consultancy wherever you need it by offering you a comprehensive suite of services, all tailored to your exact needs.



Bespoke solutions every time

We've never had a templated approach. Instead, we collaborate closely with our clients to devise unique project plans that optimize our clients' capabilities and match their working methods.



Single-provider efficiencies

It takes time and money to commission, brief and manage multiple suppliers. We relieve that burden, offering you radically reduced administrative and operational overhead.



First-mover technology

Because we work uniquely, we developed our own unified MaaS (mobility as a service) platforms to improve operational efficiency and ease of use. You can license our tech or simply use it to your advantage.



It's a matter of ethics

Good business relies on trust, openness, and transparency – and our hiring policies reflect this. We choose our team members for their honesty and diligence. When we make a promise, we keep it.

2. About Us



About Us

What we do

MOTUS | ONE plans, designs, and operates transport systems of all types and sizes – from corporate-scale to one-off signature events. Above all, we work with complete transparency and honesty. When we make a promise, we keep it.

All you need in one place

We work end to end with our clients – from feasibility studies and concepts to final commissioning and day-to-day operations. Pick what you need from our suite of services: event transport solutions; vehicle and production transport; staff training and provision; logistics; VIP care; fleet procurement and management; technology and reporting systems; project bidding; brand optimization, and more.



Our objectives

To work with our clients with integrity, in a spirit of genuine partnership.

To deliver the highest operational standards of efficiency, safety and reliability.

To be the most sought-after transportation partner thanks to our capabilities and ethics.



Our vision

To be the industry trailblazer who delivers innovative services and solutions for the most demanding clients and challenging projects.



Our mission

To push aside the old so that every single guest gets an experience that's right for them.

3. Our Services

Our Services

No matter how large or small your project, our services scale to match your needs. We're front-runners in technology - we integrate mobile applications with web-driven management dashboards that streamline operations and give guests a truly superior experience.



Transportation Services

We'll solve your transport needs with ease – regardless of size, complexity, or bespoke requirements.

- Shuttle services
- Fleet management
- Traffic management
- Road closures
- Liaison with public authorities
- VIP travel and security



Driver Management

We supply and manage drivers to suit our clients' needs with significant experience in delegate and VIP transport.

- Saudi National Drivers or European Drivers available
- Female Drivers
- Security / Tactical Drivers
- Driver Training



Master Planning

Leave the complexities of transport to us, leaving your teams to deliver events of any size hassle-free.

- Comprehensive and streamlined transport planning
- Fleet-planning
- Route optimization
- Consultancy on bid-package creation for winning proposals



Logistical Movements

Use our team to simplify everything – vehicle, plant and site management, materials handling, and more.

- From strategic planning to on-site operations
- Coordination of deliveries, parking, loading and storage
- Site-specific and project-wide safety management, canteens and office provision

4. Our Project Methodology

Project Management



Stakeholder Management

MOTUS | ONE brings critical stakeholder management and full integration within local and regional municipalities, government ministries, police, and Royal Guard where necessary.

Impact creation on the local residence, and mitigation, diversion, and social media communications plans will be developed.



Site Build & Permits

MOTUS | ONE has previously worked with MICE organizers globally, and on significant projects in across the globe.

We have forged trust and understanding on expectations and requirements that MOTUS | ONE can deliver complex integrations and facilitate approvals processes.



Road Closures & Management

MOTUS | ONE has worked with Local Police,, Municipalities, and other agencies in a collaborative effort to balance and align stakeholder requirements when it comes to road closures, checkpoints, and diversions.

MOTUS | ONE has also created a VAPPs System from the ground up to manage these control points.

This is how we deliver



Analysis Phase

We compile all relevant data to build a comprehensive project management plan that outlines resources, requirements, and stakeholders.



Planning and Design Cycle

Information from the analysis phase enables the creation of design and operational plans during this cycle.



Build Phase

Incorporation of all ideas and design will be then be put into action and will be implemented on to the equipment's with careful inspection by the Motus Dakar Team.



Communication

Daily and weekly debriefs amongst all relevant stakeholders occur to ensure event wide oversight, buy-in, and adherence to ever-changing requirements.



Mobilization

Post planning cycle will transition into the system-wide mobilization of build schedule, training modules, inductions, and event readiness protocols.



Execution

All cycles will culminate in a flexible execution of ground operations and integrated communications to ensure the successful delivery of the transportation management solutions.

Key Deliverables

MOTUS | ONE Workstreams

★ Traffic Analysis & Operations

We immediately integrate with relevant Municipalities, Police, and the Ministry of Transport to identify the safest and most efficient routes for the customer journey.

★ Parking Analysis & Operations

We consider the various parking categories, allocations, locations, and pedestrian pathways to develop an integrated parking management plan that ties into the overall ticketing, accreditation, and VAPPS systems.

★ Public Transportation Analysis and Operations

Identification and analysis of regional data points on public vs. private transportation modes to develop the comprehensive internal and external park and ride systems.

★ Private Transportation Analysis and Operations

We work to identify and allocate resources to help plan and manage staff, production, talent, and VIP Transportation systems that tie into the overall transportation operations plan.



Key Deliverables

MOTUS | ONE Workstreams

★ Wayfinding and Signage

Critical to the overall guest experience will be the comprehensive development of an internal and external Wayfinding and Signage program that integrates vital stakeholders.

★ Vehicle Access and Parking Permit (VAPPS)

To assist with planning and vehicle capacities, it is recommended VAPPS be linked with ticketing to continuously monitor supply and demand on internal car parks and camping sites. Beyond identifying the demand, VAPPS controls access points and mitigates traffic choke points.

★ Mobilization and Training

MOTUS | ONE has spent the last five years cultivating a robust Event Transport workforce program and uses a proprietary "Staffing" app to recruit, vet, schedule, and train all system managers and ground staff.

★ Live and Post Event Reporting

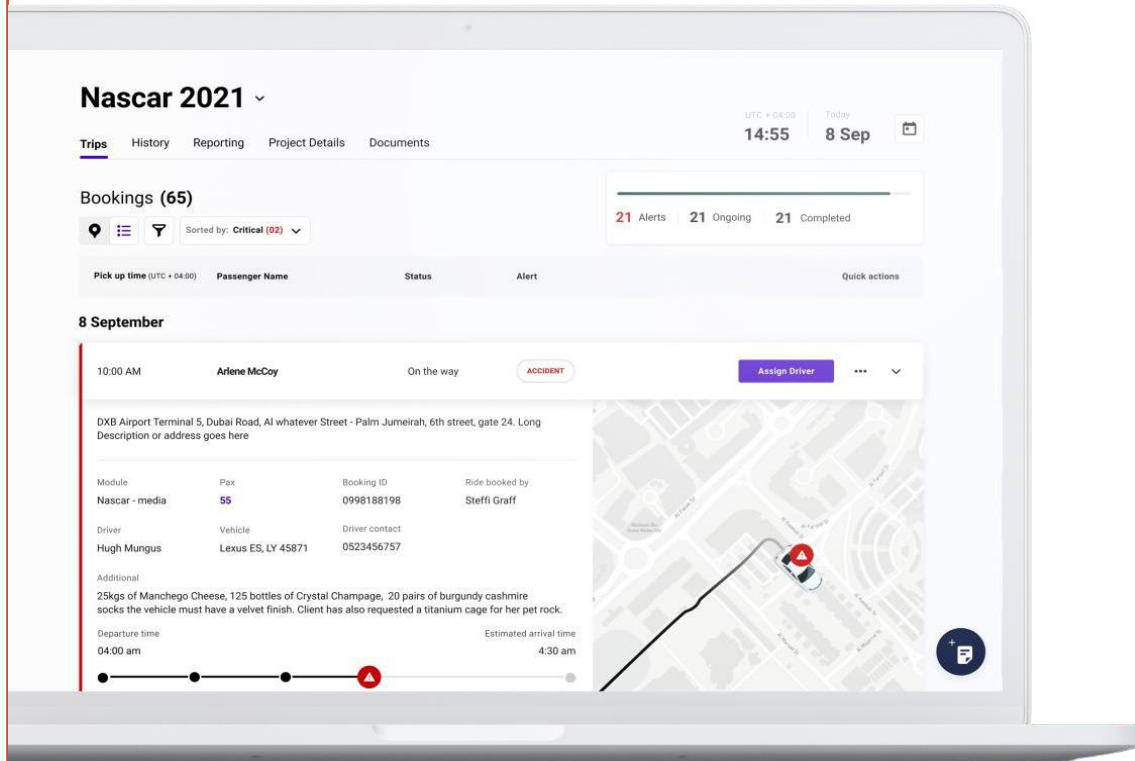
MOTUS | ONE excels at delivering some of the world's most complex transport systems for Mega events. Daily tracking and reporting are integrated within the Organizers C3 model and used for real-time conflict resolution or quick response deployments. After action reports are generated for organization-wide, debrief and lessons learned application.



5. Our Technology

Our Technology

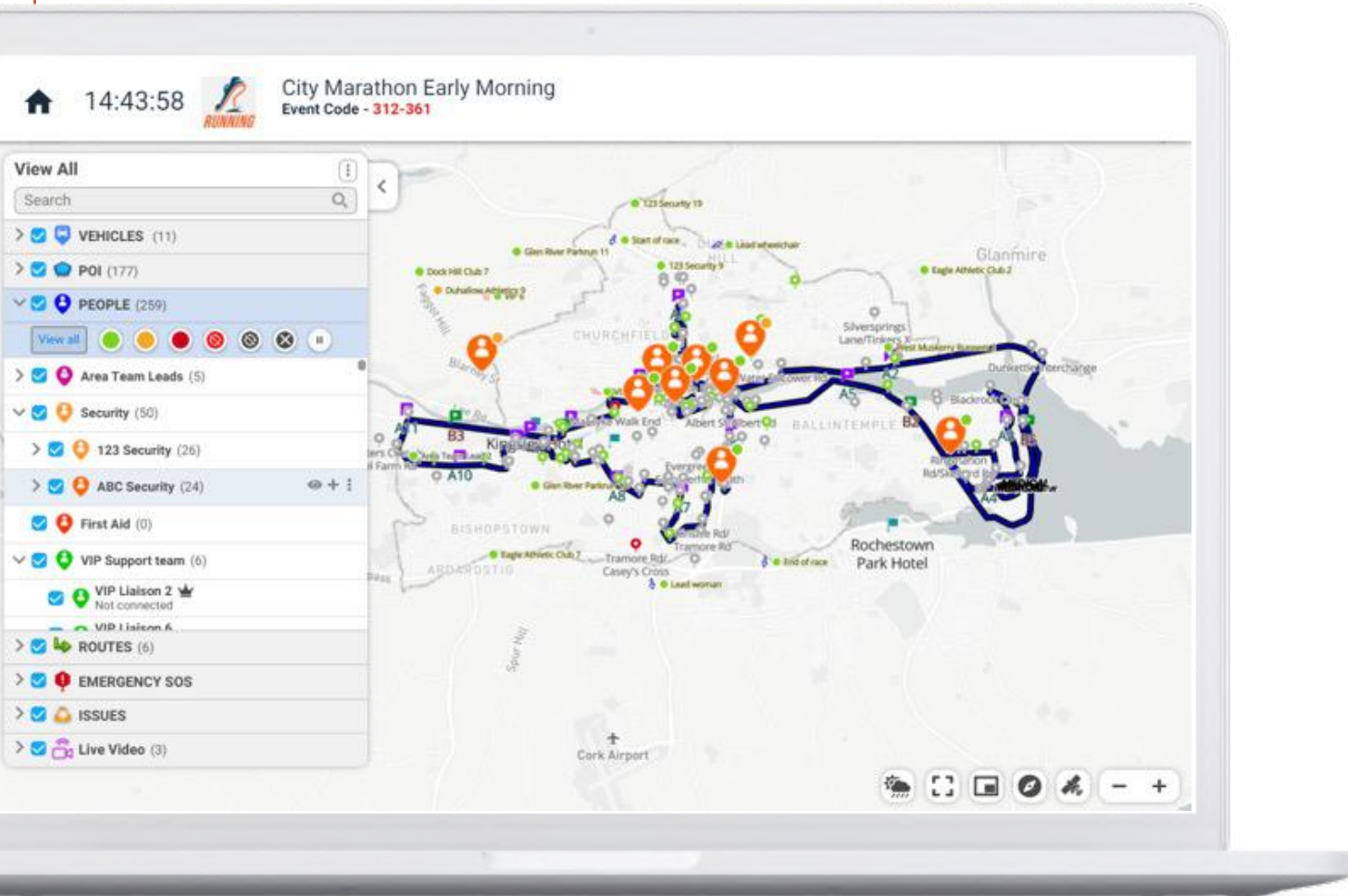
We tasked our tech team to do something impressive – build an integrated transport management platform that would outperform the packages available on the open market.



They've truly delivered.

We now offer a suite of applications that gives you more visibility, better control, and faster reporting and reconciliation. Just as important, the entire system is truly easy and intuitive to use. All the screens, dashboards and controls somehow “feel familiar”.

Our goal was to ensure that every user – from dispatchers and managers to drivers and passengers – feels effortlessly connected and fully supported.



Real-time tracking

Monitor event operations in real-time by tracking valuable assets, keep everyone informed and respond to issues as they arise.

Easily add routes, road closures, locations. Use the minimap to see details without having to constantly zoom in and out.

Quickly filter to see specific vehicles or groups of vehicles.

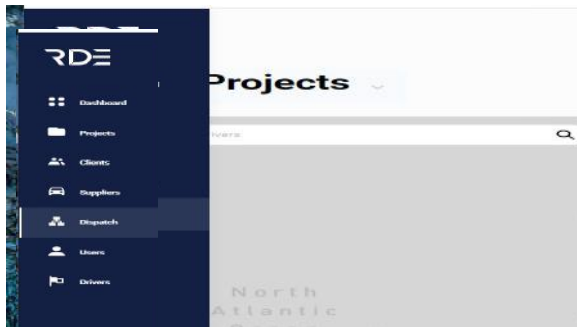
Our Technology

Do everything from one dashboard

The management dashboard makes life simpler and easier for your back-office team. Naturally, it comes with all the visibility and reporting functions you need.

The system takes input from your entire team, so there's never a need to open multiple spreadsheets or documents to access the information you need.

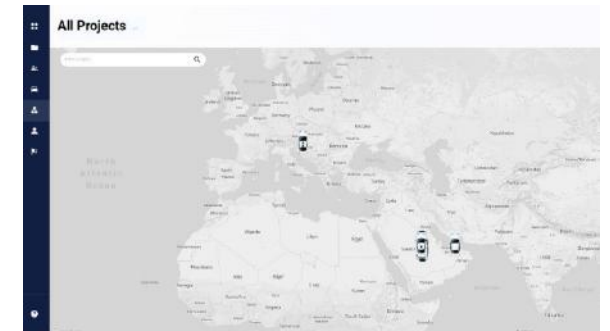
But it's more than an operations system. It also integrates all incoming data into management reports with full performance metrics. This gives your team the information they need to ensure continual improvement in every aspect of service delivery.



Color-coded alerts and a full array of reporting data to view vehicles and passengers

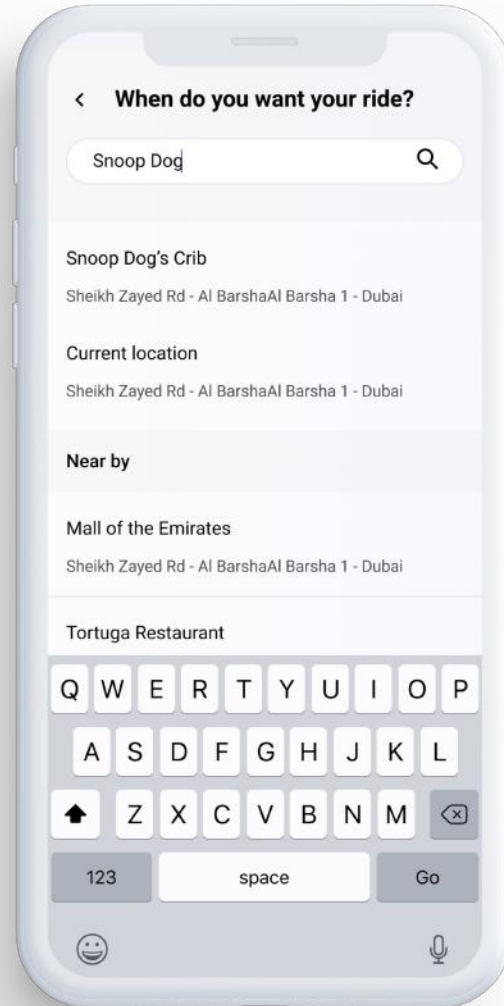


Get easy access to the metrics you need to monitor service quality and operational efficiency.



Driver assignment, job monitoring and real-time incident reports and job reconciliation on-the-fly

“ We designed the driver’s app to facilitate all reporting needs, with screens that are clear and easy to use”



Communication is key

Your team deserves a communication system that enables everyone to report, acknowledge and act on fast-changing information. Our system integrates your mobile and digital comms into a single in-app platform. It’s a powerful tool for increasing operational efficiency and improving managerial oversight.

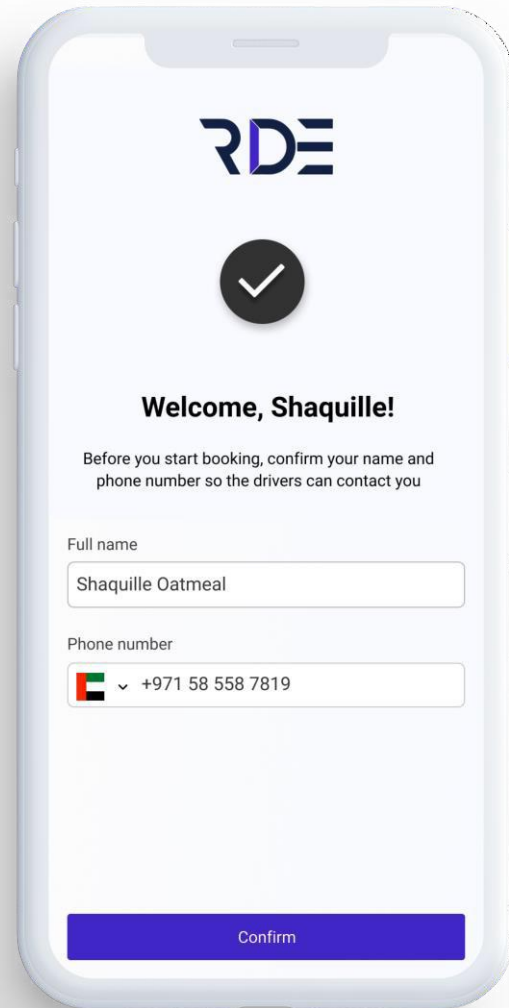
Give your drivers the tools they need

At street level, your drivers need to report and respond to real-life events as they unfold. In the back office, your team needs to know every vehicle’s location and route, and every driver’s status.

Our driver app keeps the whole team connected and informed, so that better decisions can be taken more quickly than ever.

- Two-way flagging of events in real time
- Route assignation and changes on-the-fly
- Instant reporting of passenger requests

“From the welcome screen onwards, the passenger app rewards your guests with the features they want, on screens that are clear and easy to use”



Deliver the service your passengers expect

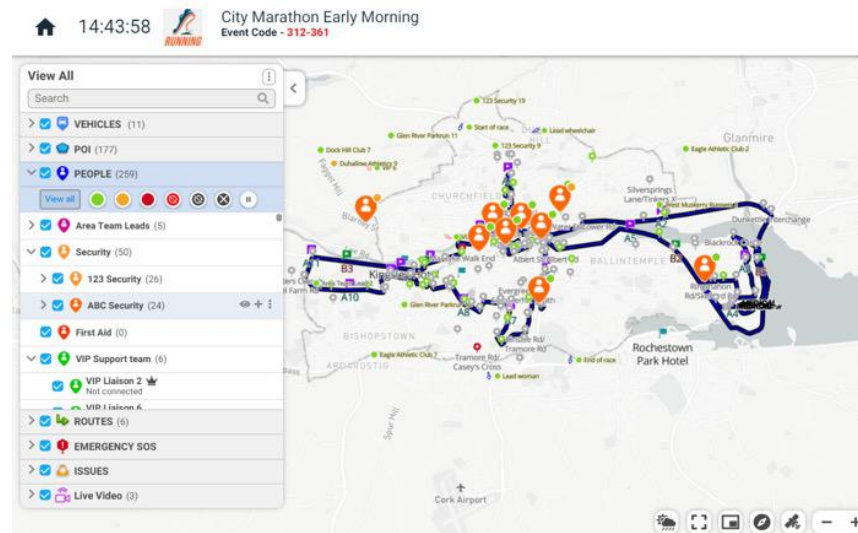
Passengers' expectations seem to rise every year. They need an app that enables them to hail a ride when they need it, change their plans easily and feel in control. Our app delivers all this and more, making guests feel relaxed and reassured.

- Full passenger-to-driver comms
- Booking requests and changes made easy
- Passengers stay fully informed at all items

Physical Tracking Devices

Our system supports multiple tracking devices, from tracking mobile devices using our custom mobile application to physical devices sourced by us.

- We supply next-generation physical devices that support live tracking. With updates every 3 seconds (depending on client requirements), you can see all the vehicle movement in real-time.
- Instantly react to accidents, lost drivers, and delays.
- More reliable tracking than mobile phones as the device is made for tracking purposes.
- The tracking devices are standalone, so they can be installed anywhere in the vehicle (hidden from the clients and drivers).
- Easily rechargeable using USB-C chargers.
- Over-the-air features and setting updates for carefree maintenance.
- Trackers can also be placed on valuable assets or people that don't want or have the app.



Tracking Features of our systems:

- Location tracking
- Battery status and drain tracking
- Offline Status alerts
- Tracking only when within event area
- Break times
- Filter on status
- Hide selective items
- Hover-Over display details
- Weather Overlay
- Other data overlays available
- Historical tracking reports
- Race markers with highlighted route

6. Recognized by the Industry



Industry Recognition

Middle East Awards 2022

Best Supplier of the Year

Taking away the stress of event transportation from our clients is a reward in itself. However, industry recognition is the icing on the cake and we were delighted to be presented with our first award of the season - **Best Transportation and Logistics Company** at the Middle East Event Show 2022.

WOW Awards 2022

International Transport and Logistics

The WOW Awards, 2022 gave us an opportunity to present ourselves as an industry expert in the field of transportation and logistics once again. Besides networking with the best event leaders in the region. This is where we claimed our second award of the season – **International Transport and Logistics 2022**

Currently...at the Middle East Awards 2023

Shortlisted for:

- Best Employer of the Year
- Industry Icon – Fahad Al Seyabi (Chairman, MOTUS | ONE)
- Young Achiever of the Year – Omar Al Farooq (CEO, MOTUS | ONE)



7. Company Experience and Case Studies

The results speak for themselves

Born out of a need to further the industry and create legacies in all corners of the world, MOTUS | ONE has come a long way since its creation in 2017.

We are proud to look back on the Events cycle of 2022 – 2023, culminating in winning awards like the Best Supplier of the Year and Best International Transport and Logistics Award on various industry recognized platforms, highlighted by the following statistics:

130+

Events planned
and managed

4,800+

Staff trained
and employed

25+

Global locations
operated in

MOTUS | ONE: Core Team

With diverse backgrounds and a mix of relevant experience within the event and transportation industry, our core team comes together to lead a team of highly skilled professionals dedicated to providing you with the right solutions for all your event transportation needs.



Fahad Al Seyabi

Chairman

With over fifteen years of service in the UAE Armed Forces, and additional 12 years within event transportation, brings operational and protocol-related expertise and always has a solution to any roadblock that the team may face.

Event Highlights: Formula One, Formula-E, FIFA Club World Cup, WWE, NBA, Dakar Rally, Diriyah Seasons, PGA



Omar Al Farooq

Chief Executive Officer

Born and raised in UAE, 12+ years of experience in the field of transport management set him on a track to be an industry leader in transport operations on several global events, personally led the first Formula-E, and Formula 1 in KSA.

Event Highlights: Formula One, Formula-E, FIFA Club World Cup, WWE, NBA, Dakar Rally, Diriyah Seasons, PGA



Claudia Buchawiecki

Chief Operating Officer

Adopting UAE as home for the last 22 years and gaining over 15 years of global experience in MICE, Concerts, large sporting events and royal weddings, her passion for events drives her to lead the team ahead into successful execution on every single project.

Event Highlights: Miami Formula One, Abu Dhabi Formula One, Formula-E, DP World Golf, Laureus Sports Awards, Asia Cup (Qatar)

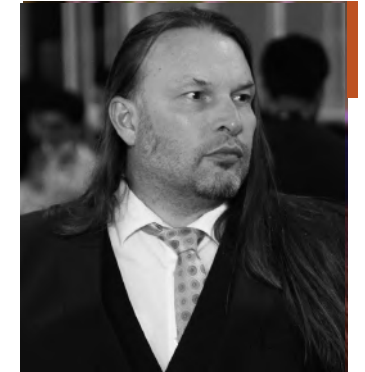


Kim Gibbens

Vice President – RSA

18 years of operational planning, supplier and stakeholder management on local and Global Mega Events, highly skilled in client and vendor management, ensures to go above and beyond in order to deliver what is expected and more

Event Highlights: Abu Dhabi Formula One, Formula-E, FIFA Soccer World Cup, WWE, NBA, Dakar Rally



Paul Claridge

Head of Planning

30 Years of experience designing and operating events production, planning Traffic, Transport and Parking operations of Mega Events across the world.

Event Highlights: Formula One Miami and Jeddah, Formula-E Diriyah, WWE, PGA, Dakar Rally, Diriyah and Soudah Seasons, Dubai Run and Ride.

Case study:



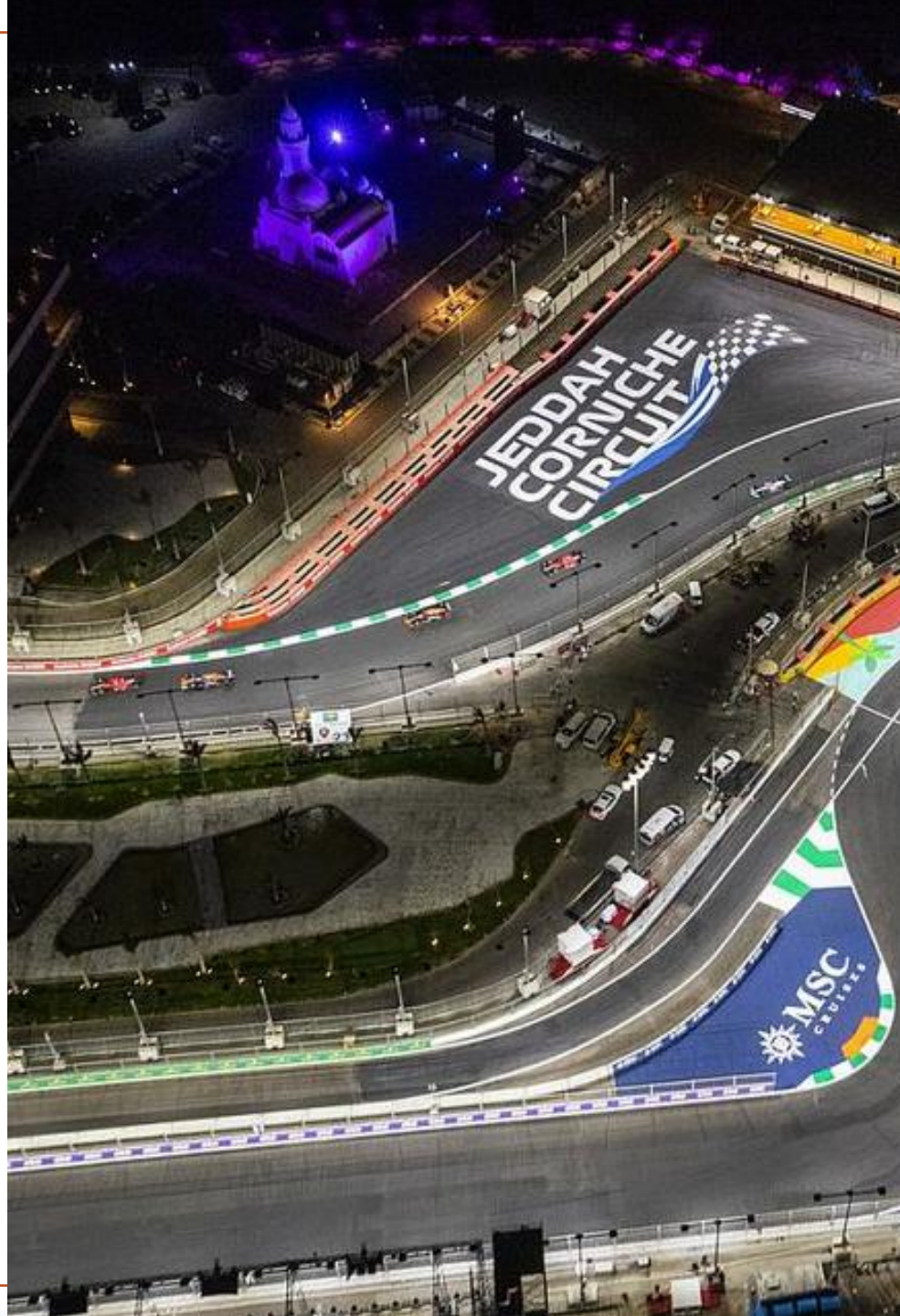
Formula 1 SAGP Jeddah Corniche Circuit

The inaugural Saudi Arabian Grand Prix took place in 2021, the race joining its Middle Eastern counterparts in Bahrain and Abu Dhabi – while like those races, the Saudi Arabian Grand Prix also takes place under floodlights.

Overview

Since the inception in 2021, MOTUS | ONE has been the preferred transport solution partner for F1 SAGP, Race 1, Race 2 and even Race 3 that took place in February 2023.

Providing completed transport solutions, MOTUS | ONE has been instrumental in the master plan of the movement of vehicle, staff and visitors around the circuit to providing park and ride solutions, shuttles, VIP transport, parking and movement, ingress / egress management and transport /traffic management teams



Our Deliverables for Race 3

45 k	Daily Visitor movement
800	Traffic Marshals
820	Shuttle Buses / Vehicles
172	Supervisors
150	Tracking Devices
150	Luxury Vehicles
82	Transport Managers
10	Transport Dispatchers

Case study:



Yas Marina Circuit

Overview

The Yas Marina Circuit in Abu Dhabi is only the second officially recognized F1™ circuit in the Middle East. Our team helped transform the venue's traffic, parking, and wayfinding program into a world-class solution that is still in use today.

The team intervened to streamline all parking and transport operations and took lead roles directing existing stakeholders on industry-standard policy and procedure. Thanks to the successful outcome, we were contracted as the circuit's full-time traffic and transport division.



- Provided and allocated parking for 28,000 vehicles
- Built a vehicle parking and access system via a web-based registration platform
- Devised an island-wide traffic management plan to be integrated with the Abu Dhabi police and Department of Transport
- Planned and operated an island-wide public shuttle system with a multi-modal fleet
- Created and operated the ATCUE VIP and staff shuttle systems
- Re-designed and implemented a city- and venue-wide wayfinding and signage plan

Case study:

 FORMULA 1
CRYPTO.COM
MIAMI GRAND PRIX
2022

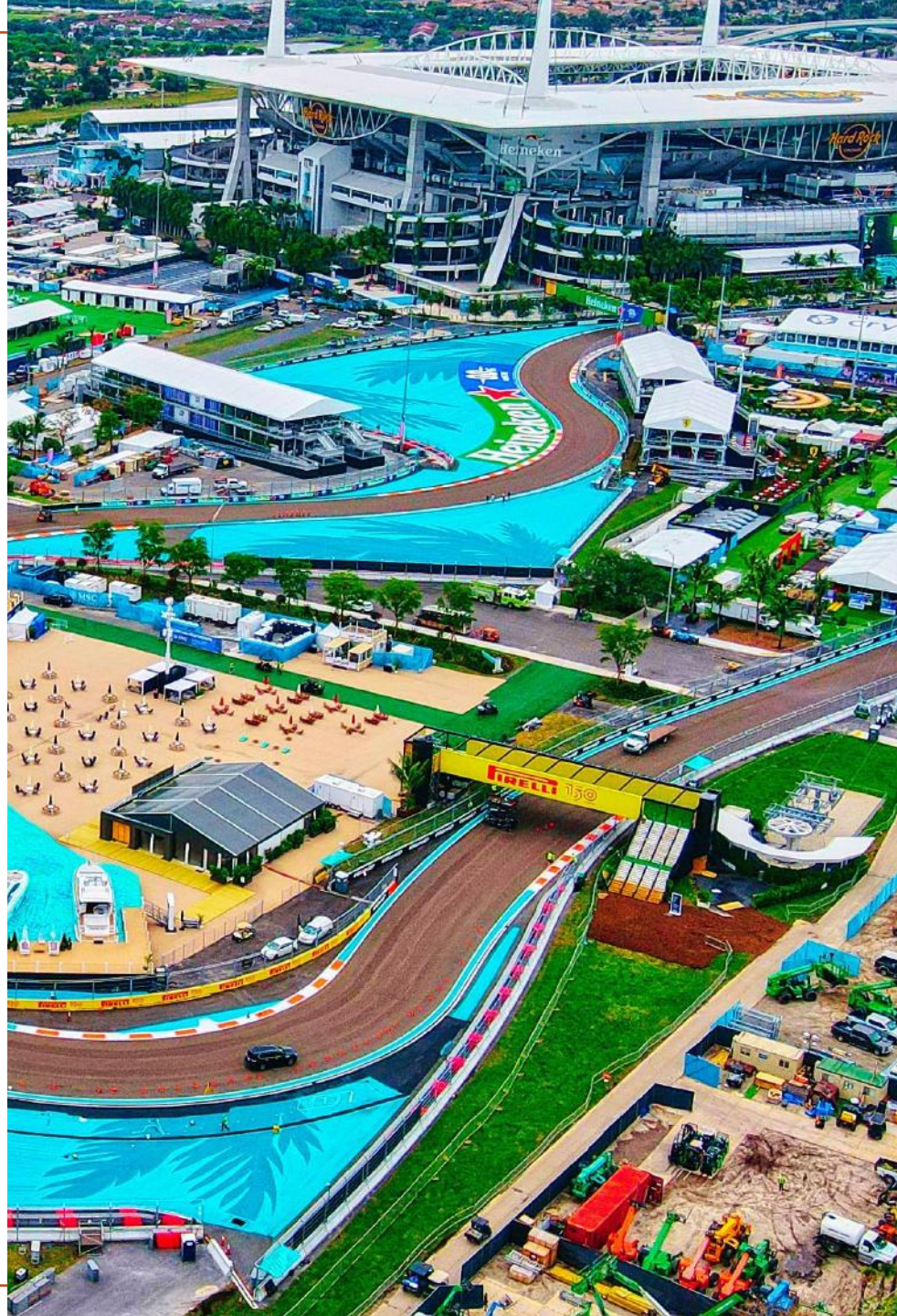
Formula 1 Miami Grand Prix Hard Rock Stadium

The 2022 Miami Grand Prix was a Formula One motor race that was held on May 8, 2022, at the Miami International Autodrome in Miami Gardens, Florida, United States. It was the first edition of the Miami Grand Prix and the fifth round of the 2022 Formula One World Championship

Overview

The Miami Formula 1 tasked Motus | One with the most Prestigious Ticket holders Black Car Service. The Palm and 72 Club ticket holders were entitled to 1 Dedicated car for door-to-door service over the course of the 4-day event.

Service of this magnitude calls for complex planning and execution, and MOTUS | ONE was asked to provide all ground transportation, logistics, planning and technology.



Our Deliverables

225	Tracking Devices
161	GLS Class Vehicles
24	S Class Vehicles
40	Luxury Sprinter Vehicles
12	Transport Managers

Post Event Statistics

Over the course of the 4 day event, here are some interesting statistics:

- 85% of vehicles were actively used, drove an average of 96 miles each day and spent just over 5 hours moving each day
- 4863 hours accumulated across all vehicle types over the course of the 4 days
- 85,751 Miles accumulated across all vehicle types over the course of the 4 days

Case study:



Formula E Diriyah E-Prix 2023 Diriyah, Riyadh

OVERVIEW

In January 2023, Diriyah, Riyadh hosted the thrilling Formula E Diriyah E-Prix. The event served as a captivating showcase of electric car racing in the heart of Diriyah. The Formula E Diriyah E-Prix provided an electrifying experience, bringing together cutting-edge technology, high-speed racing, and a vibrant atmosphere that captivated spectators and motorsport enthusiasts alike.

MOTUS | ONE played a pivotal role in ensuring the success of the event by taking charge of all transportation-related aspects. This encompassed meticulous planning and execution, including road closures for the construction of the racing track, implementing a convenient park and ride solution to accommodate the 20,000 visitors, managing onsite parking, and facilitating smooth transportation for the participating teams.

PROVIDED SERVICES

- Traffic Management
- Parking Management
- VIP Transport Management
- Shuttle Services
- Team Schedule Analysis and Transport

OPERATION SPANNED

- 2 Permanent Venues
- 5 Hotels
- 2.7 KM – Formula E Track



OUR DELIVERABLES

- 20** SUV FOR MEDIA SHUTTLE
- 20** CHECKPOINTS TO CONTROL THE TRAFFIC AROUND 2.7KM LONG TRACK, AND THE FAN ZONE
- 30** OPERATIONAL DAYS (INCLUDING BUILD PHASE)
- 200** STAFF
- 250** BUSES FOR PARK & RIDE FOR ALL TICKETHOLDERS
- 1000** PARKING SPACES FOR TEAMS, MEDIA AND VIP
- 25K** VISITORS – TICKETHOLDERS & OPERATIONAL STAFF – CONTRACTORS, USHERS, SECURITY PERSONNEL ETC.

Case study:



Dakar Rally

Overview

The 2020 Dakar Rally was the first to be held in the UAE. Our team had just two months to deliver the event's critical fleet of technical support vehicles.

MOTUS | ONE planned, procured, fitted and operated the 2020 Dakar Rally technical-bus fleet. This involved retrofitting a fleet of motor coaches to serve as media logistics vehicles, accommodation units and admin centers. Our staff and buses were deployed and moved across the rally's entire 10-stage, 5,000 km route.

Our staff and buses were deployed and moved across the rally's entire 10-stage, 5,000 km route.



Our engagement

- Complete vehicle retrofitting.
- Training **65+ plus drivers** and **30+ support staff**
- Logistics planning for route optimization, fueling and food
- Vehicle engineering and technology provision to satisfy client requirements

65+ Drivers **30+** Support Staff

Outcomes

We sent teams in advance to drive the entire 5,000 km route for GPS tagging, locating resources and identifying emergency procedures. We then created a production line outside Jeddah to strip and rebuild 12 coaches as state-of-the-art technical buses.

Legacy

We're building a strong track record as supplier of choice for critical transport and logistics services in the world of high-profile motorsport. This engagement is further proof of our ability to plan and deliver complex projects quickly while maintaining rigorous standards of technical capability.

Case study:



Red Sea Film Festival Jeddah

Overview

The annual Red Sea Film Festival (RSIFF) has been taking place in the Southern Region of Jeddah and brings together more than 1,200 celebrities and international/regional movie stars, directors, and producers alike. Highlighting the beauty and innovation in Saudi in the last few years, this was a definite spotlight on the city and country.

From a Transportation perspective, we were tasked with all pre-planning for the last 3 years.

- Extracting guest information from arrival/departure sheets for coordination of airport to hotel transfers
- Comprehensive analysis of Hotel Blocks and guest numbers per hotel
- Routing between all venues & Driver scheduling
- Identification of guest levels and subsequent transport needs
- Coordination between Hospitality for guest schedules and requests
- Dedicated and non-dedicated vehicle assignment and maintenance



Our Deliverables:

25

Buses (Venue Shuttles and Private Event Movements)

47

Daily Mini-Events and Pop-ups – coordination and movements

75

GMC for Transfers

250+

Staff

350

S-Class Vehicles (Dedicated / Non-Dedicated)

Operations Spanned:

- Multiple Airport Terminals to Multiple Hotels
- 9 Permanent Venues
- 6 Hotels
- Private residences and business across the city

Case study:



Islamic Development Bank Summit, KSA

Overview

MOTUS | ONE provided transportation solutions for 4000+ guests from 57 countries for the IsDB annual meet in 2023. This high-profile summit was conducted across 4 different locations where MOTUS | ONE provided a mixed variety of vehicles for airport transfers from and to 11 different hotels with special emphasis on quality of service and security due to the attendance of prominent governors and ministers.

Services provided included:

- Strategic route planning and traffic management within venues.
- Inter Venue transfers and fleet management
- Transportation for Presidents and high ranking officials
- Delegation transportation, and media transportation
- Depot management for a multi-type luxury and shuttle vehicles.
- Jeddah sightseeing excursion planning and execution.



Challenges:

We were a new transportation provider for IsDb and were an untested operator for them. We proved to be an asset to their teams' transport operations by proactively problem solving on ground through the entire event.

Our Deliverables

- 11** Hotels
- 30+** Sessions
- 70+** On Ground Transport Staff
- 100+** Speakers
- 4000+** High Profile Political Delegates

Case study:



World Travel & Tourism Council Global Summit, Riyadh 2022

Overview

The 22nd World Travel & Tourism Council Global Summit took place in **Riyadh, Saudi Arabia, 28 November – 1 December 2022.**

WTTC's annual Global Summit is the most influential Travel & Tourism event on the calendar, and this year, industry leaders gathered with key government representatives to continue aligning efforts to support the sector's recovery and move beyond to a safer, more resilient, inclusive, and sustainable future.

Our teams managed all ground transportation requests and produced the complex routing and operations plans for accommodation and venue ingress, egress, staging, and contingency planning.



Management

To design and plan this event, we needed to conduct several tasks in parallel with managing internal and external stakeholders and suppliers. Our procurement and commercial secured 125+ mixed fleet units, while the transport managers organized fleet allocations and usage models based on the daily transfers, arrivals, and departures manifest.

Our Deliverables

225	Tracking Devices
161	GLS Class Vehicles
24	S Class Vehicles
40	Luxury Sprinter Vehicles
12	Transport Managers

Case study:



WORLD DEFENSE SHOW 2022, KSA

OVERVIEW

MOTUS | ONE provided transportation management

For the first edition of the World Defense Show will take place from 6th to 9th March 2022 in Riyadh, Saudi Arabia. Run over four trade days, WDS will provide a unique platform for global defense industry leaders to partner, network, share knowledge and discover innovations across all defense sectors.

The Future Talent Program will offer educational and inspirational content for apprentices, students and the future generation of defense.

STATISTICS AND PROVIDED SERVICES:

- Venue traffic, transport, park and ride transfers
- Park and ride from hotels and airport
- Management of all guests traffic into the venue and exiting after the show.



CHALLENGES

- More than 500m of PED barriers on ground were professionally installed to segregate the various parking and traffic flow.

OUR DELIVERABLES

2 HOTELS

4 VENUES

48k METER SQUARE OF PARK AND RIDE AREA

148k METER SQUARE OF EXISTING PARKINGS

10000+ PARKING SPACES

Case study:



Founding Day Parade 2023 Diriyah, Riyadh

OVERVIEW

Diriyah, the ancient capital of the first Saudi state, has its origins rooted in the ninth century. As Saudis commemorate the Kingdom's Founding Day, they reflect upon the remarkable history of their country, characterized by the unwavering determination and hardships of their ancestors.

It was in Diriyah that the foundation was laid for a state that gradually took shape over centuries, making it a revered land of kings and heroes.

To mark the occasion on February 22, the Diriyah Gate Development Authority organized a series of vibrant events, including a parade in the heart of Diriyah.

Ensuring the smooth running of this memorable event, MOTUS|ONE was responsible for managing road closures and ensuring pedestrian safety. Additionally, valet services were provided for esteemed government officials who attended the parade.

PROVIDED SERVICES

- Traffic Management
- VIP Parking Management
- Valet Service



OUR DELIVERABLES

3 OPERATIONAL DAYS (1 DAY PARADE & 2 DAY FESTIVAL ACTIVATION)

20 VALET ATTENDANTS

20 CHECKPOINT STO CONTROL THE TRAFFIC AROUND PARADE ROUTE

40 STAFF

2000 VISITORS – VIP, PUBLIC, GOVERNMENT REPRESENTATIVES

Case study:



Saudi Tour 2023, Al Ula, KSA

Overview

MOTUS | ONE provided transportation management for the second Saudi Tour which took place in AlUla KSA in Jan-Feb 2023. This high-profile international cycling event was conducted over 5 daily stages in and around the desert landscape of AlUla. Motus One delivered all team transport and Team and Official vehicles for the event.

In addition to this we planned and delivered Traffic Management for all of the stages in partnership with local police and the Royal Guard.

Statistics and Provided services:

- Venue traffic and parking management
- Transportation for teams and officials
- MOS delegation, transportation, and media transportation
- Race Official Vehicles
- Strategic route planning and traffic management for all stages
- MOC control in live race control



Challenges

- One of the significant challenges faced across the terrain was communication in areas of the desert where there was little or no phone or radio coverage.

Our Deliverables

5

RACE STAGES

150+

CONVOY VEHICLES

200+

CYCLIST WITH EQUIPMENTS

Operations Spanned:

- Parking - Opening Ceremony Elephant Rock.HQ area, Start and Finish Areas.
- Traffic - Opening Ceremony Elephant Rock. HQ Area, Start and Finish Areas
- Transportation - Complete convoy fleet

Case study:



WWE Greatest Royal Rumble Crown Jewel and Super Showdown

Overview

World Wrestling Entertainment (WWE) signed a 10-year agreement with the Saudi Sports Council to bring events to the Kingdom. Events of this magnitude call for complex planning and execution, and MOTUS | ONE was asked to provide all ground transportation, logistics, and planning for the WWE's talent, executive team, and production crews. Our advance team scouted and vetted suppliers to deliver the 150+ vehicle requirement.

The suppliers were trained, the routes memorized, and we established customer service levels equal to any global event



The initial phase involved reviewing the operation as a whole, and the cultural protocol in Saudi Arabia and Jeddah. This included using our in-country assets to produce a risk assessment of each venue, hotel, and airport. We used that information as the basis of our operations plan (OPLAN), which gave precise details of day-to-day operations, including:

- Customer service requirements from staff and drivers
- Primary, secondary, and tertiary vehicle routes and timings
- Airport and venue operation
- Threat assessment and reporting hierarchy
- Dedicated Talent Transportation

Managing these areas, along with the migration of a digital reservations system into the dispatch system, helped us deliver one of the most successful event transport solutions seen in the KSA.

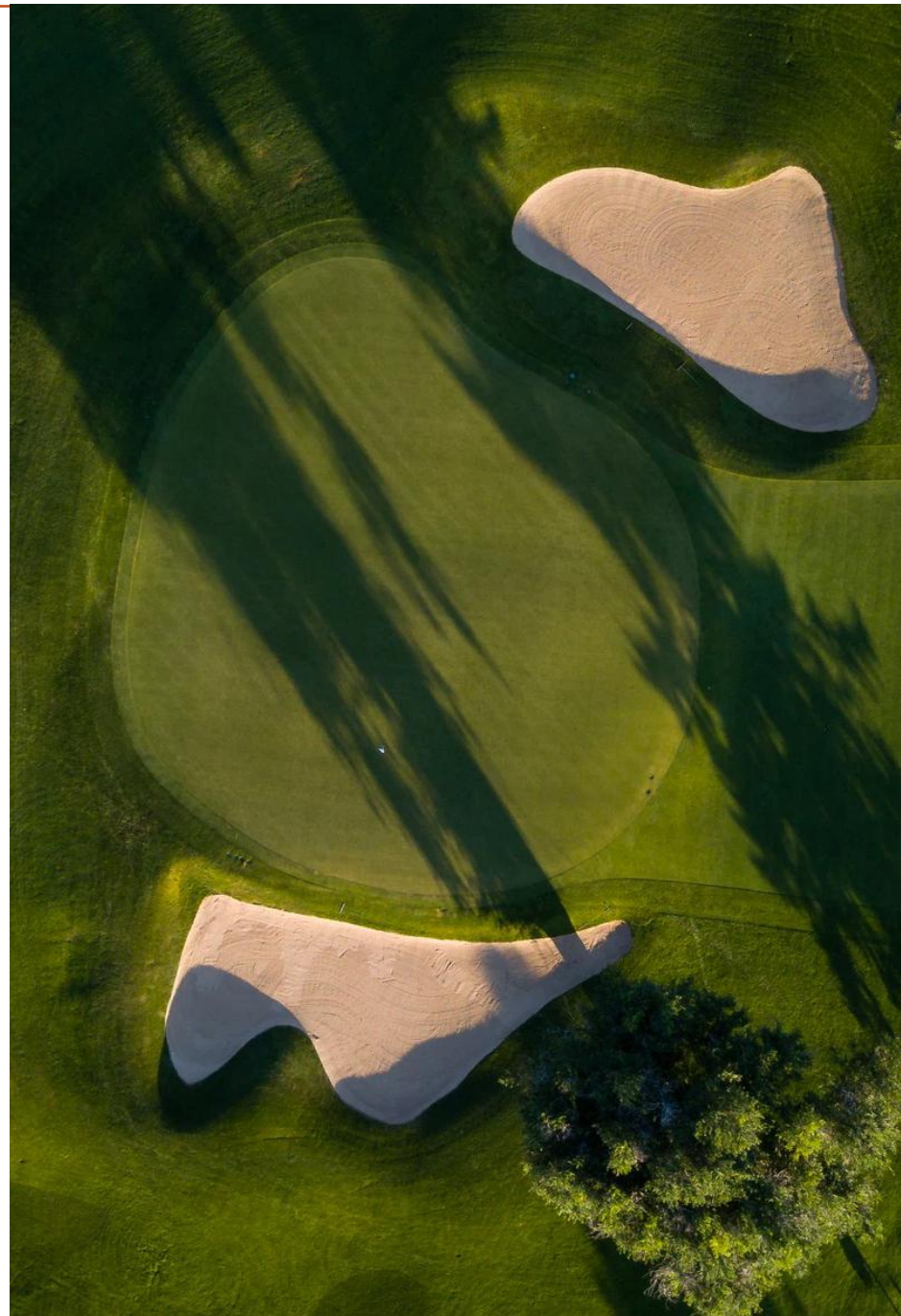
Case study:



PGA European Tour, Jeddah

The Saudi International powered by SBIA is a European Tour golf tournament held at Royal Greens Golf and Country Club in King Abdullah Economic City (KAEC), Saudi Arabia. It is the first European Tour event to be played in Saudi Arabia, and one of six European Tour events staged in the Arabian Peninsula countries.

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Overview

Our team built a custom VIP transport solution for our client, IMG, and The Saudi Golf Federation (SGF) that included 150+ mixed fleet vehicles. We integrated with the project's team to design and operate a fleet-staging yard close to the central accommodations within KAEC, and create arrivals and departures dispatch manifests, daily schedules, a driver welfare program, and fleet servicing schedules.

We conducted reviews and made calculations against the flight arrivals manifest, using private aviation to create personalized services to match the project vision.

We designed and implemented daily run sheets, provided an operations team to manage arrivals, departures, daily transfers, and fleet management, and ran over 300 arrivals with an average of 125 daily trips or transfers. We had direct liaison with SGF, IMG, and KAEC Security to organize and deliver protocol escorts for guests' movements over the four-day event

Case study:

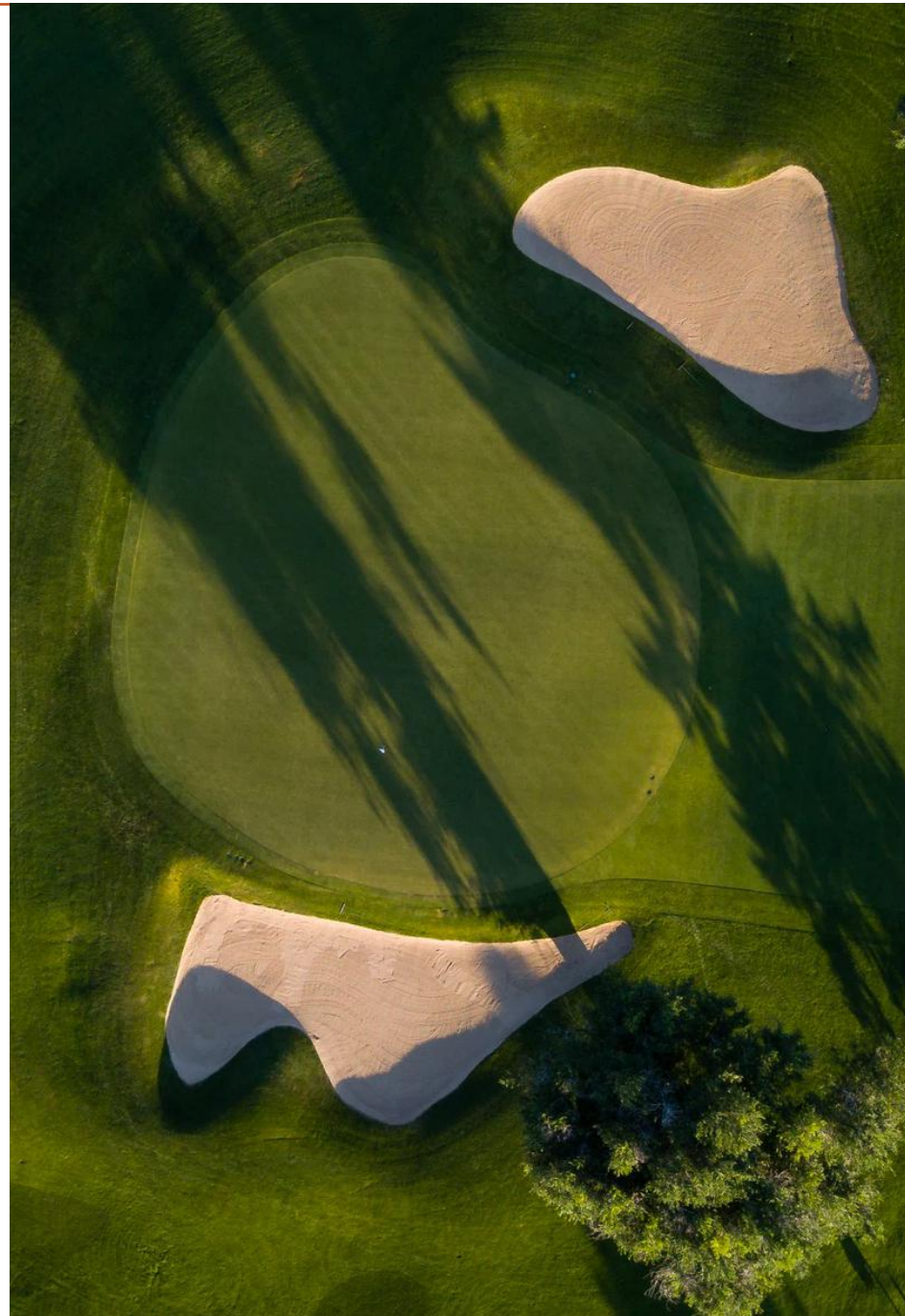


PGA European Tour, Jeddah

Management

To design and plan this event, we needed to conduct several tasks in parallel with managing internal and external stakeholders and suppliers.

Our procurement and commercial secured 85+ BMWs and other vehicles while the transport managers organized fleet allocations and usage models based on the daily transfers, arrivals, and departures manifest.



Challenges

Fleet allocation was the most significant challenge as it was critical to maintain the highest levels of services and equipment standards while staying within budget.

The second challenge was the ever-changing requirement for players and a d hoc SGF guests to attend simultaneous events within the invited group. The information flow consisted of three hospitality programs – for SIBA, the SGF and PGA – under one umbrella.

Solutions

To maintain a primary fleet with a guaranteed on-call contingency fleet whose drivers were already vetted and trained in customer service.

We also conducted dry-run training with the primary fleet. Additional fleet dispatchers were activated to cover the three hospitality groups, with airport operations incorporated into 24-hour service coverage.

Case study:



Dubai Parks and Resorts

Overview

Our team created one of the region's most successful and most significant parking, traffic, and transport solutions for a theme park.

In 2015, MOTUS | ONE team members headed up the transport division at Dubai Parks and Resort and were fully integrated within the projects and operations activities.

Our remit was broad – from developing division-wide budgets and creating scope for tenders to formulating staffing rosters, FF&E requirements and creating the policies and procedures. We delivered a system that is still in place today.



Management

It was critical from early on to involve industry experts and local resources to participate in the review and planning cycle. This regional expertise enabled us to feel confident in our ability to face the challenges ahead. Over the next six months, we built the core transport team using this methodology and created what would become the A-team.

Challenges

The forecast of car-park volume varied significantly throughout the year, and the disparity in estimated and actual attendance levels complicated the process. The forecasting system then in place led to significant forecast errors, either overestimating or underestimating the number of vehicles on site.

Solutions

We needed to revisit the master plan on existing car parks and entry points, then implement best practices within the theme park industry. In doing this, we completely redeveloped the car parks into speed-parking configurations while improving the entry and exit points to accommodate the flow matrix. Our design has since been used by Expo 2020 as an example of best practice.

Case study:



FIFA™ Club World Cup

Overview

MOTUS | ONE provided transportation management for the first-ever FIFA™ Club World Cup held in Abu Dhabi 2009-2010. Due to the high-profile nature of the event and client, we applied exceptionally high levels of detail to our planning, delivery, and execution phases.

In particular, we worked diligently to gain acceptance and build integration of our traffic management plan with the Abu Dhabi police, event security committee, and the Ministry of Interior, which led directly to an overwhelmingly successful event.

Our team has built a long-standing relationship and deep understanding of FIFA™'s particular transport needs. This enables our team to provide a bespoke service unmatched in the industry.



During the planning phase, our team formulated service categories that we executed during operations:

- Venue traffic and parking management
- Transportation for teams and officials
- FIFATM delegation, transportation, and media transportation
- Vehicle access and parking permit systems
- Risk mitigation and category SOPs
- Strategic route planning and protocol escort technology integration and support
- Systems procurement and training of 400+ transport operators

Case study:



FIFA™ Club World Cup

Challenges

One of the significant challenges was managing how the local guests arrived at and attended these matches. Before the event, there was no allocated seating within the stadiums, much less assigned parking. This would prove to be the most significant factor in building success.



Solutions

To build and implement the VAPPS systems, we first examined the seating configuration at each stadium and aligned each seating section into categories. We cross-referenced stadium gate access and road access to create VAPPS zones that would ensure a smooth guest experience throughout their visit.

The practical implementation was far more complicated. We launched an awareness campaign that included custom-made venue and road network diagrams aligned with each VAPPS category, and an overview of how the venue parking operated.

The traffic, transport, and parking policies were pushed out in a phased approach not to overload the public with information. While there were more challenges during the event, the feedback and adoption of the system were a massive success and led to an even more streamlined Club Cup in 2010, and our system and approach are still in use today.

Case study:



BAL Rwanda Kigali 2021

The Basketball Africa League in May 2021 twelve qualifying teams from across the African continent joined together in a prestigious tournament over a 30 day period. Due to Covid restrictions the event was operated in a Bubble environment.



Overview

Our team created an efficient transportation plan that covered all Team movements, staff and vendor daily shuttle service. VIP cars and services. From their initial Airport arrival in Kigali too around the clock daily movements.

Our teams managed all ground transportation requests and produced the complex routing and operations plans for accommodation and venue ingress, egress, staging, and contingency planning

- Customer service requirements from staff and drivers
- Primary, secondary, and tertiary vehicle routes and timings
- Airport and venue operations
- Threat assessment and reporting hierarchy

Case study:



BAL Senegal, Cairo and Kigali 2022

February 2022 to May 2022, Motus One partnered with the BAL for a Multi city Tournament where 12 Teams competed. The tournament started in Senegal where the first 6 teams took to the court. Cairo was the next market where a further 6 teams went head to head to secure their place in the quarter finals. The qualifying 8 teams then met in Kigali for quarterfinals, semi finals and finals.



Overview

Our team created an efficient transportation plan that covered all Team movements, staff and vendor daily shuttle service. VIP cars and services. From their initial Airport arrival too around the clock daily movements.

We established a local network of operators in each market.

Our teams managed all ground transportation requests and produced the complex routing and operations plans for accommodation and venue ingress, egress, staging, and contingency planning.

- Customer service requirements from staff and drivers
- Primary, secondary, and tertiary vehicle routes and timings
- Airport and venue operations
- Threat assessment and reporting hierarchy

8. Our Clients

Our Clients



FEMA

matchroom.

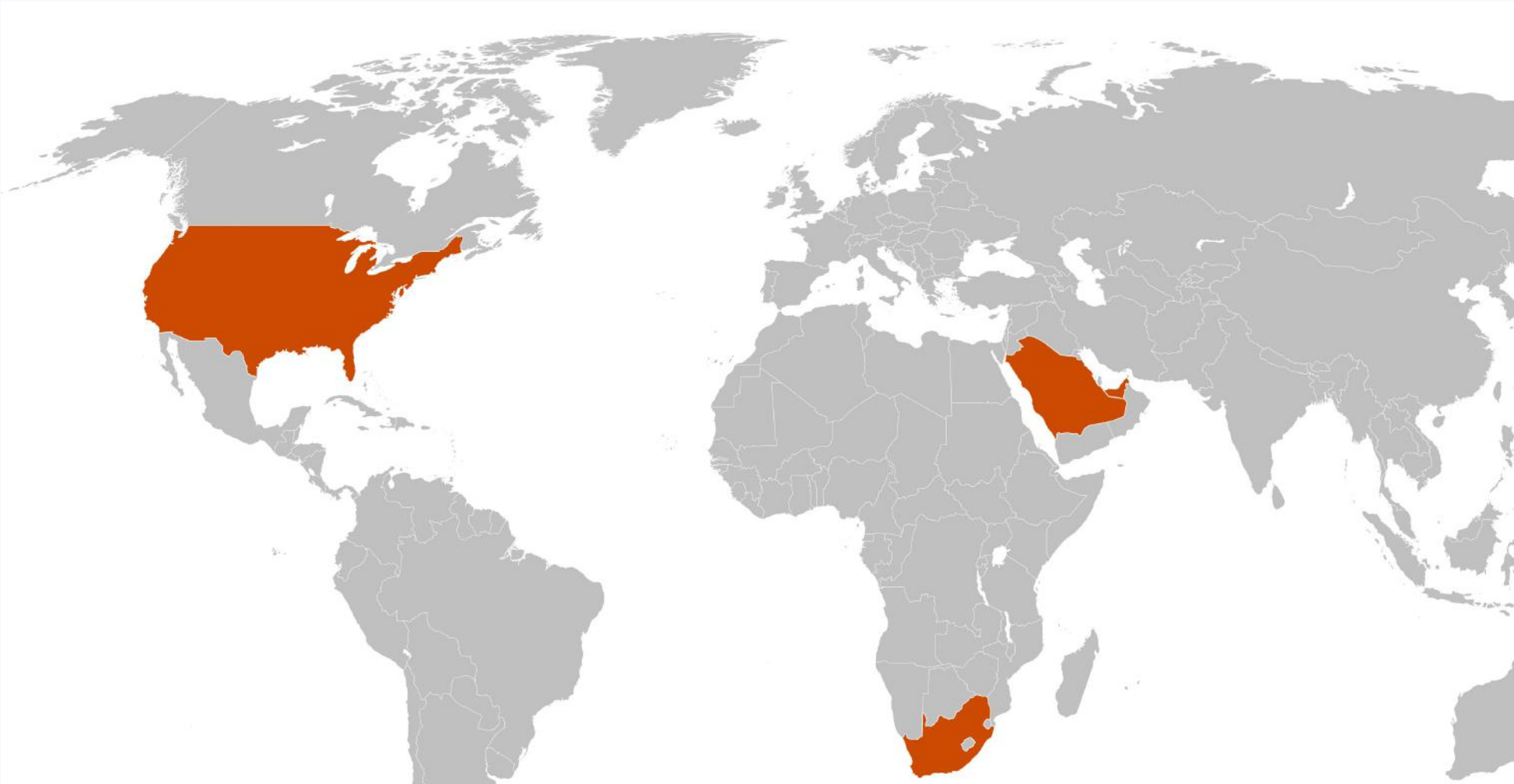


Our Clients



Our Clients





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