

The Countdown Begins for the Arab & Asia Car of the Year Awards



Doha, Qatar Jun 30, 2026 (Issuewire.com) - This October, Doha will once again host the prestigious Arab Car Of The Year (ARABCOTY) awards, bringing together leading automotive brands, industry executives, motoring journalists, and enthusiasts from across the region to celebrate excellence in the automotive industry.

Recognized as the Middle East's most prestigious automotive accolade, the ARABCOTY awards honor the most aesthetically appealing, technologically advanced, innovative, and high-performing vehicles introduced to the regional market.

ARABCOTY continues to strengthen its reputation as a benchmark for automotive excellence through a rigorous evaluation process conducted by an independent panel of world-class motoring journalists, automotive experts, and enthusiasts representing different countries and backgrounds across the Middle East and the Arab world.

Organized by Maqina, the region's leading automotive magazine, the ARABCOTY awards aim to provide consumers and enthusiasts with reliable, transparent, and unbiased recognition of the finest vehicles available in the Middle East market.

The 2026 edition will feature a refined selection of prestigious main categories covering a wide spectrum of the automotive industry, including sedans, SUVs, luxury vehicles, sports cars, electric vehicles, and performance-oriented models. Participating vehicles will be evaluated based on four key pillars: overall design, performance, safety, and technology.

For the first time, the 2026 ceremony will also witness the launch of the Asia Car Of The Year (ASIACOTY) awards, a new platform dedicated exclusively to vehicles manufactured in Asian countries, primarily Japan, China, and South Korea. The newly introduced awards will focus on a limited number of main categories in order to further elevate the value and prestige of each title while highlighting the rapid growth and innovation of Asian automotive manufacturers on a global scale.

Commenting on the upcoming edition, Tarek Hawchar, Head of Jury & Founder of Maqina said:

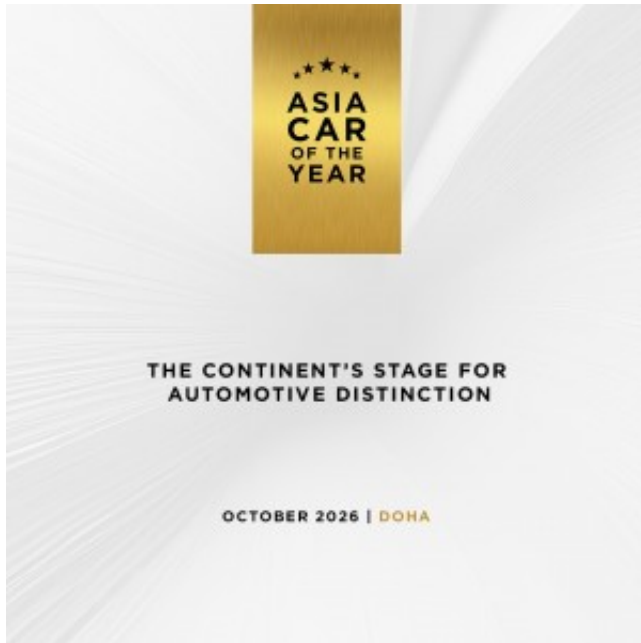
“ARABCOTY has rapidly evolved into a leading regional automotive platform that reflects the ambition, innovation, and transformation of the automotive industry in the Middle East. We are proud to see the awards gaining significant recognition across the region and becoming a true benchmark for automotive excellence.”

He added: “There is more to ARABCOTY & ASIACOTY than simply recognizing outstanding vehicles. It is a celebration of innovation, engineering, design, and the brands that continue to shape the future of mobility while contributing to the advancement of the automotive industry throughout the Arab world.”

The 2026 edition will introduce a new and more refined event format, featuring an exclusive awards ceremony followed by a formal gala dinner attended by distinguished guests, automotive executives, media representatives, and industry leaders from across the region. The prestigious event will take place at Raffles Doha, one of Qatar's most luxurious and iconic hospitality destinations.

As the automotive industry continues its rapid evolution through electrification, intelligent technologies, and advanced safety systems, Arab Car Of The Year and Asia Car Of The Year further reinforce the region's growing role as a global hub for automotive innovation, while expanding their influence beyond the Middle East onto a wider continental stage that celebrates excellence across both the Arab world and Asia.

For more information and updates, visit www.arabcoty.com & www.asiacoty.com



Media Contact

Maqina

*****@maqina.org

+96178864844

Jummayzat Street, Baydoun Building

<http://www.maqina.org>

Source : MAQINA

[See on IssueWire](#)