

# ACI Real Estate launches Niki Lauda Twin Towers

## COMPANY WILL HAVE MORE CELEBRITY BRANDED PROJECTS

*Staff Report*

**Dubai** ACI Real Estate yesterday officially launched the Niki Lauda Twin Towers in Dubai.

The launch came alongside the 36th anniversary celebrations of the UAE's formation and is the first in a series of announcements of celebrity branded developments by ACI Real Estate. Two other properties, being endorsed by Michael Schumacher and Boris Becker, will be launched in the next few weeks.

Robin Lohmann, managing director of ACI Real Estate, said: "We at ACI Real Estate believe in doing things a little differently, as being innovative in marketing our projects adds significant value to our offerings.

"In a market cluttered with real estate projects, we choose ours with great attention to detail and ad-



*Press Release*

### Racing legend

*Niki Lauda (centre) at the launch of the project. Lauda is a three-time Formula-1 champion.*

herence to both quality and handover deadlines. By adding a celebrity brand that matches our standards of excellence, we ensure that we don't just deliver a

great product to our customers, we create an iconic landmark that is instantly recognisable."

ACI Real Estate chose Lauda, a three-time Formu-

la 1 World Champion, as the first brand ambassador for its development, the Niki Lauda Twin Towers.

Located at Business Bay and due for completion in 2010, the Twin Towers boast 29 and 26 storey each, including four floors of basement parking.

### Leisure facilities

Housing only offices, the towers are perhaps the only office development that provides tenants leisure facilities, a gymnasium and outdoor swimming pools, as well as prayer rooms.

The development is being executed by Define Properties.

Alternative Capital Invest (ACI) Group is one of Germany's leading providers of investment solutions, mainly in the fields of asset management, structured finance, risk management and real estate.