

2026 EDITORIAL CALENDAR

Q1

THE MIDDLE EAST AS A GLOBAL AUTOMOTIVE TESTBED

- Extreme heat, sand, and long-distance driving as global stress tests
- EV thermal management and battery calibration for the region
- Why GCC feedback increasingly influences global vehicle specs
- How OEMs engineer specifically for Middle Eastern conditions

Q2

THE RISE OF NEW AUTOMOTIVE POWERHOUSES

- Chinese, Korean, and emerging brands moving from fringe to mainstream
- Technology packaging and value-driven positioning reshaping buyer expectations
- Faster refresh cycles compared to traditional OEM timelines
- Aggressive expansion strategies across the UAE and wider GCC
- Pressure on legacy brands

Q3

ELECTRIFICATION BEYOND THE HEADLINES

- Real-world EV ownership in Middle Eastern climates
- Charging infrastructure readiness and reliability
- Battery degradation, cooling strategies, and resale values
- Hybrids and transitional technologies as practical solutions

Q4

AUTONOMY & INTELLIGENCE

- The real state of driving assistance and autonomy across mainstream and premium brands
- AI is shaping in-cabin experiences
- Infrastructure readiness
- Legal, regulatory, and liability questions
- Cybersecurity, data privacy, and responsibility in connected vehicles

