

## Emirate VIPs turn out in force for glittering F1 launch party

November 30, 2010

The limited edition Williams Power Plate pro6™ model was the star of the show at a party on the eve of the Abu Dhabi Grand Prix earlier this month.

Al Kamda, the distributors of Power Plate machines in the United Arab Emirates (UAE), hosted a party for high profile guests including Formula 1 driver David Coulthard and the Chilean and Indian Ambassadors as well as Power Plate founder Guus van der Meer and top VIPs from the Emirate states.

The event was held on Thursday 11th November at the Yas Hotel in Abu Dhabi, on the Attayeb terrace, which boasts a stunning view over the race track.

As the last event of the 2010 F1 season, the Abu Dhabi Grand Prix is always eagerly anticipated and well-attended, making a perfect opportunity to showcase the Williams pro6 machine.

The evening started with a welcome from Carole Aoun, Marketing Manager for Al Kamda, before Guus van der Meer, David Coulthard and Nick Harris, F1 driver performance expert, all made short speeches, explaining the benefits of the Power Plate machine, especially for F1 drivers.

Guests, including top executives from local hotel and fitness chains, representatives from the UAE royal family and the media, then enjoyed drinks and canapés and had the opportunity to try the pro6 model themselves.

All guests took home a lasting memento of this glittering event, an elegant crystal business card holder, incorporating the distinctive shape of a Power Plate machine.

The Williams Power Plate pro6 is introduced

