VISION

Mercedes-Benz Places

BINGHATTI CITY

LOCATION

ICONIC

Vision Iconic Tower
Legacy Arrives in a New Form

At Mercedes-Benz Places | Binghatti City



Behold, the apex.

What was a silhouette against the skyline,
now the declaration of an era.

A singular spire, towering to the sky.

A Monumental Form in Motion

Vision Iconic Tower is architecture executed at an audacious scale. It is designed around a sweeping, terraced curved spine that steps down in a single, fluid, silver-skinned curve. Its horizontal podiums draw direct inspiration from classic Mercedes-Benz radiator grilles.

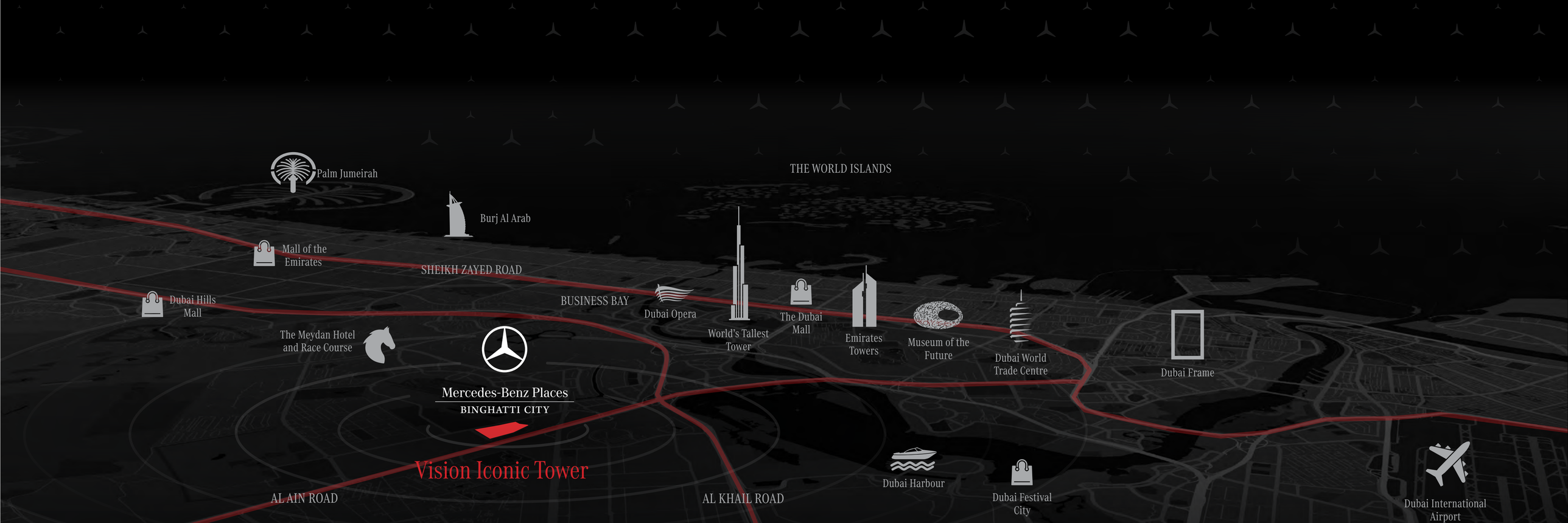
At its core sits a circular podium that holds a 2,966 square meter water plaza featuring a central three-pointed star focal point. At the peak, the illuminated beacon serves as an architectural lighthouse across the Dubai skyline.



Legacy arrives in a new form.
The ultimate translation of mobility
into lived space



A World Built Beyond Tomorrow.



Next In The City of Now

Located in the affluent Nad Al Sheba district, **Mercedes-Benz Places | Binghatti City** sits at the junction of Dubai's drive and unique artistry. The area is globally renowned for equestrian excellence and the iconic Meydan Racecourse.

3 MINUTES
The Meydan Hotel and Race Course

8 MINUTES
The Dubai Mall

8 MINUTES
Burj Khalifa

8 MINUTES
Dubai Opera

9 MINUTES
Emirates Towers

9 MINUTES
Museum of the Future

10 MINUTES
Dubai World Trade Centre

10 MINUTES
Dubai Harbour and Festival City

12 MINUTES
Dubai Frame

12 MINUTES
Mall of the Emirates

15 MINUTES
Burj Al Arab

15 MINUTES
Dubai Hills Mall

15 MINUTES
Dubai International Airport

20 MINUTES
Palm Jumeirah

The Open-plan Living Spaces

Flow flawlessly to private curved balconies, while integrated smart systems allow residents to adjust ambient lighting and environmental settings. The aim is for each home to remain a private, intelligent sanctuary



Spatial Flow, Open Living



A Complete Lifestyle Destination



Towering with Discernment & Service

Vision Iconic Tower offers a lifestyle built around intelligent integration and personalised service. All residences feature smart home capabilities and AI-driven technologies that operate invisibly to manage climate, lighting, and internal systems.

Living is enhanced further by signature Binghatti Bespoke and Masaken Luxury services. From dedicated 24/7 concierge assistance and property management to holiday home care and interior maintenance, every detail is handled with intentional, service-led care and precision.





ABOUT THE BRAND

A LEGACY OF ARCHITECTURAL ARTISTRY

Binghatti Holding Limited is a vertically integrated real estate developer founded in 2008 with roots as a contractor before transitioning into full-scale development. Leveraging in-house design, development, construction and delivery capabilities, the Group stands out as one of Dubai's most avant-garde private developers, operating across the full market spectrum from affordable housing to ultra luxury branded residences.

With a total portfolio exceeding 100 projects valued at nearly AED 100 billion, Binghatti has delivered more than 50 projects to date and maintains a robust pipeline of approximately 30 million square footage of sellable area.

Binghatti delivers across the housing ladder from affordable and mid-market homes to premium and ultra luxury branded residences differentiating itself through design led products, branded collaborations and a consistent focus on customer outcomes. The developer's contractor heritage underpins its operational agility and ability to scale across segments.

Sustainability is embedded across Binghatti's developments through energy efficient technologies, responsible materials selection and long-term value creation strategies that enhance returns for stakeholders and liveability for residents.

Binghatti Holding continues to expand its real estate portfolio to meet growing market demand, delivering quality projects across every market tier while prioritising design, delivery excellence and sustainable outcomes.

Muhammad Binghatti

BINGHATTI

AFTER SALES SERVICES

All-in-One After Sales Services

Binghatti Style

- PROPERTY MANAGEMENT
- UNIT RESALE
- PARKING SALE
- HOLIDAY HOMES
- ANNUAL MAINTENANCE
- FURNITURE PACKAGES

800 240

VISION

A World Built Beyond Tomorrow.

ICONIC