



NDA GLOBAL

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THE LINE NEW CITY IN NEOM

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NEW WONDERS

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The Line – City in NEOM

As part of a futuristic development to transform the kingdom of Saudi, Crown Prince Mohammed bin Salman announced the designs of “THE LINE” city in NEOM. With aims to develop a global model that achieves sustainability and impending life in harmony with nature. The concept of The Line is planned to create communities in the future that will be free from roads, cars and emissions. The Line, will be 200 meters wide, 170 kilometers long and 500 meters above sea level, and mirrored. It will accommodate around 9 million residents, The Line will also have an outer mirror facade. This is a unique feature that will add its small footprint to blend with nature.



Neom is a Saudi city being built in Tabuk Province in northwestern Saudi Arabia.

It is planned to include smart city technologies and aims to function as a destination for tourism.

In a statement The Crown Prince mentioned that The Line “will challenge the traditional flat, horizontal cities and create a model for nature preservation and enhanced human livability.



“The Line will be a solution to the challenges facing humanity in urban life today and will shine a light on alternative ways to live. The main attraction of The Line will be that there will be no cars running, therefore marking a big change in culture” The Prince also stated that “throughout history, cities have been built and developed to protect their citizens. However, after the industrial revolution, the priority of the cities shifted to automobiles, machines and factories over people” With peoples health being prioritised no roads, cars or emissions will be around, instead it will run on 100% renewable energy and 95% of the land will be preserved for nature.

The Design of the Line has two mirror-encased skyscrapers stretching more than 100 miles across the desert and mountain terrain, providing a future home for 9 million people. This ambitious development according to a statement will include artificial intelligence being central to how people live in the 500-metre-high, 200-metre-wide structure, a car-free, carbon neutral bubble that will boast near total sustainability and a temperate, regulated microclimate.



The cost of the projects “first phase” of the development lasting until 2030, would cost 1.2tn Saudi riyals (equivalent to £265bn) Prince Mohammed mentioned, besides government subsidies, potential sources of funding included the private sector and an initial public offering for Neom expected in 2024.

There will be a five minute walk to access everything including public transport network that will ensure an end-to-end journey in just 20 minutes. Automated services will be controlled by artificial intelligence.



By having Amenities close by to the residents this will mean seeing family and friends more often through spontaneous encounters.

THE LINE A STRATEGIC LOCATION

THE LINE IS LOCATED WITHIN NEOM IN THE NORTHWEST OF SAUDI ARABIA ON THE RED SEA, WITH DIVERSE TERRAIN THAT INCLUDES RED-DESERT EXPANSES AND SNOW-TOPPED MOUNTAINS THAT HAVE VIEWS OF THE GULF OF AQABA.

40%
OF THE WORLD LESS THAN
6 HOURS AWAY BY AIR

13%
OF GLOBAL TRADE PASSES
THROUGH SUEZ CANAL

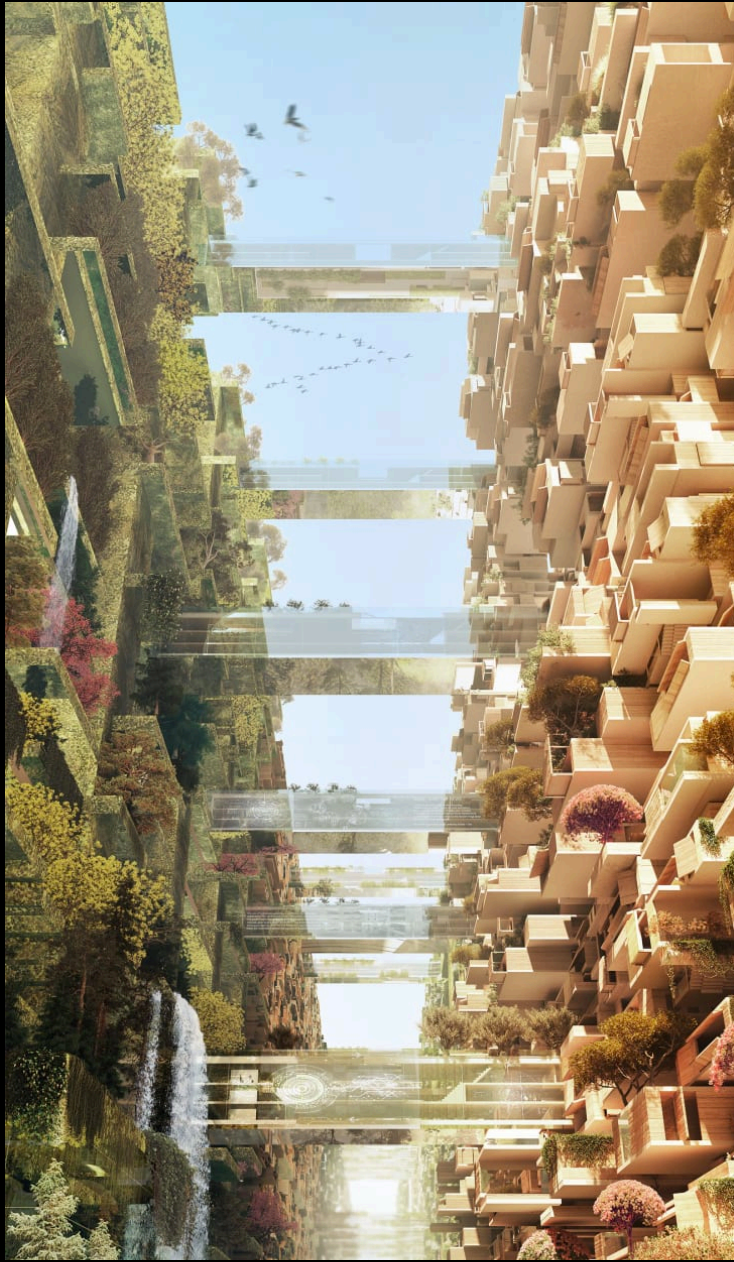


NEOM.COM

The Prince mentioned in a statement “The main purpose of building Neom, is to raise the capacity of Saudi Arabia, get more citizens and more people in Saudi Arabia. And since we are doing it from nothing, why should we copy normal cities?”

With young people looking for employment this will result to generating more jobs for them in the future. The Price stated NEOM could generate up to 380,000 jobs.

THE LINE will be created by a team of world-renowned architects and engineers, led by NEOM, to develop this revolutionary concept for the city of the future.



The Line is laid in three layers: a surface layer for pedestrians, plus two subterranean layers for transport and infrastructure.



Initially the project is scheduled for 2025, delays have pushed back Neom's completion date by a further five years, However the crown prince insists the ambitious project remains on track. The designers have mentioned that the structure will maintain an ideal climate year-round, due to its mix of shade, sunlight and ventilation.

This New global mountain tourism destination will offer the Arabian Gulf's first outdoor skiing, as well as the launch of two of NEOM's subsidiaries: ENOWA, its energy, water and hydrogen company, and the NEOM Tech & Digital Company.

TROJENA will be a significant destination, combining natural and developed landscapes together, offering unique human-centric experiences for residents and visitors. The destination will be home to six distinctive developments focused around unique experiences to create a place like no other on the planet.

There will be an all year round skiing and adventure sports to be completed in 2026.



In a world where technology is always moving fast and people seek new ways to be entertained this new development will have something for everyone.

TROJENA

LIKE NOWHERE ELSE

A secluded mountain setting in NEOM, up to 2,600 meters altitude, where epic nature is juxtaposed with otherworldly cityscapes carved into an ancient scene. A unique region of year-round seasonal delights – such as skiing in winter and hiking in summer – as well as next-level hospitality and indulgence.

3 MONTHS OF WINTER SNOW SKIING

30KM OF PLANNED SKI SLOPES

YEAR-ROUND SUSTAINABLE TOURISM

WINTER SEASON (DEC, JAN, FEB)

ADVENTURE SEASON (MAY, JUN, JUL)

WELLNESS SEASON (AUG, SEP, OCT)

LAKE SEASON (NOV, DEC, JAN)

NEOM

Other activities will be available all year-round including water sports, hiking and mountain biking that will sit side by side with an interactive nature reserve.

McLaren Racing is in partnership with NEOM with a new strategy. NEOM, a sustainable region in northwest Saudi Arabia being built from the ground up.



This partnership will bring together innovation and talent development in electric motorsport. McLaren will become a partner of OXAGON's innovative advanced and clean industries eco-system.

WHAT IS OXAGON?

OXAGON is being built as the future of advanced and clean industries, and a hub for innovation, enabled by an automated port integrated with a smart supply chain network. The coastal city in NEOM will offer exceptional livability, brought to life by thriving communities, designed in harmony with nature.

13% OF GLOBAL TRADE PASSES THROUGH THE SUEZ CANAL

90,000 POPULATION BY 2030

70,000 JOBS BY 2030

LARGEST FLOATING STRUCTURE IN THE WORLD

100% CLEAN ENERGY

48km² OXAGON CORE DEVELOPMENT AREA

7KM

OXAGON

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In a statement Zak Brown, CEO, McLaren Racing, mentioned “We are delighted to welcome NEOM to the McLaren Racing family. This is an incredible way to kick off our entry into Formula E and to unify our electric racing series”

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