Audi Middle East Crowns Regional Champions at the 2025 Twin Cup

The regional final marked the culmination of a year-long journey of precision, skill, and collaboration across Audi’s Service, Technology, New Sales, and Used Sales divisions.

**Dubai, UAE, November 6, 2025 – Audi Middle East has officially concluded the Audi Twin Cup Challenge 2025, celebrating the exceptional talent and technical mastery of its regional network. This year’s competition brought together 13 finalist teams, representing 26 participants across Service, Technology, New Sales, and Used Sales, for the ultimate test of Audi expertise.**

After a series of rigorous challenges that tested everything from EV servicing and diagnostics to customer dialogue and product knowledge, three champions emerged from the regional finale. *Audi Skysphere* from Dubai earned the title in the Technology category, *Front Runners 2025* from Abu Dhabi took home the Service award, and *Stellar Qatar Used Cars* claimed victory in Sales.

Celebrating its 20th global anniversary this year, the Audi Twin Cup continues to embody the brand’s dedication to excellence through collaboration, precision, and innovation. The 2025 edition marked the second year of including Sales categories alongside Service and Technology, reflecting Audi’s holistic approach to customer experience and operational performance.

“The Twin Cup is a true celebration of the people who bring the Audi brand to life every day,” said Rene Koneberg, Managing Director of Audi Middle East. “It reflects their expertise, their drive to constantly improve, and their pride in delivering excellence at every level. Their dedication defines the strength of our network and continues to shape the benchmark for our brand across the region.”

This year, the Audi Twin Cup 2025 concluded with the regional finale, which served as the grand culmination of the year’s competition cycle.

With another successful edition now complete, Audi Middle East remains committed to empowering its network and driving excellence across every customer touchpoint, from workshop to showroom, and beyond.