Audi Middle East Twin Cup 2023/24 Successfully Concludes with the Abu Dhabi, Dubai, Sharjah, and Qatar teams as the Winners

* A total of 24 teams have competed in the regional final competition.
* For the first time in the competition’s history, the sales teams have been included to compete.
* This year's global Twin Cup competition holds special significance as it celebrates its 20th anniversary, solidifying its place as a cornerstone of automotive expertise and innovation.

**Dubai, UAE (13 May 2024)** — Audi Middle East has announced the winners of the Audi Twin Cup Challenge 2023/2024, earning the esteemed partners a place in the global semi-final representing the region. Abu Dhabi captured the Technology title, Dubai secured the Service title whilst Sharjah clinched the victory for New Sales, and Qatar took home the win for Used Sales. The challenge this year, which saw a total of 24 teams from the Middle East take on the competition, not only embraced the pinnacle of After Sales expertise but also welcomed Sales teams into the fray for the first time in the competition’s history, marking a strong shift in the competition's legacy.

The Audi Twin Cup Challenge, which celebrates its 20th anniversary globally this year, is a gruelling showcase of talent and precision, where Service, Technology, New Sales, and Used Sales teams from Audi dealerships across the Middle East converge to demonstrate their prowess, with a winner from each. The challenges span various disciplines, including immersive roleplay sessions for customer dialogue, intricate EV-service exercises, rigorous vehicle diagnostics, product demonstrations showcasing Audi's cutting-edge technologies, and theory tests that delve into the intricate details of Audi's automotive mastery.

This year's Twin Cup Challenge, commencing from July 2023 to July 2024, stands as a testament to Audi's unwavering commitment to setting new benchmarks across every facet of automotive excellence. The inclusion of sales teams for the first time in history resonates with Audi's global initiative, which was introduced in the 2022/23 competition year, elevating the Twin Cup Challenge to unprecedented heights.

The introduction of a gripping "Semi-final" stage in the global competition adds an element of thrill and intensity, where only the top 10 out of 27 competing markets will progress to the World Final. In this intense competition, the four winning teams from the regional finals— the Abu Dhabi, Dubai, Sharjah and Qatar teams —will join forces to form a single team representing Audi Middle East in the global semi-final. This collaboration highlights the synergy and collective strength of our regional champions, significantly raising the stakes and underscoring Audi's commitment to fostering a culture of unparalleled excellence in automotive expertise.

"Audi Middle East is incredibly proud to announce Abu Dhabi, Dubai, Sharjah and Qatar as the victors of The Audi Twin Cup Challenge 2023/2024. This victory not only represents their outstanding dedication but also exemplifies the spirit of excellence that defines our brand," remarked Kieron Duncan, Aftersales & Network Director at Audi Middle East. "As we look forward towards the semi-final, we are confident that the winners, uniting as one formidable team, will continue to showcase the highest standards of automotive expertise and innovation, embodying Audi's relentless pursuit of excellence. We wish them the best of luck as they prepare to represent Audi Middle East on this prestigious global stage."

With another successful year regionally concluded, Audi is committed to continuing this tradition of excellence and innovation. As Audi Middle East continues supporting the winners as they prepare for the global stage, the brand with the four rings aims to bring home the global title and celebrate another milestone in Audi’s history of excellence.

|  |
| --- |
| Audi Middle East Communications  Maryna Slichna  Audi Middle East PR Manager  Email: [maryna.slichna@audi.avme.ae](mailto:maryna.slichna@audi.avme.ae)  news.audimiddleeast.com |
| **[Ein Bild, das Text, ClipArt enthält.  Automatisch generierte Beschreibung](https://www.youtube.com/AudiMiddleEast)** |

|  |
| --- |
| The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 21 locations in 12 countries. In 2023, the Audi Group delivered 1.86 million Audi vehicles, 13,560 Bentley vehicles, 10,112 Lamborghini vehicles, and 58,224 Ducati motorcycles to customers. In the 2023 fiscal year, AUDI Group achieved a total revenue of €69.9 billion and an operating profit of €6.3 billion.  AUDI AG’s commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005, Audi Middle East, which covers Bahrain, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia and the UAE. Audi Middle East is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility. Find out more about our models and our future-forward strategy for a sustainable future at [www.audi-me.com](http://www.audi-me.com) and [news.audimiddleeast.com](https://news.audimiddleeast.com/en/). |