**Audi Open Haus Returns to the Middle East: Exclusive Access. Exceptional Offers. Unmistakably Audi.**

* Audi Open Haus returns this November across select markets in the Middle East.
* The regional showroom experience combines new and pre-owned models, with bespoke offers curated for every customer.
* Guests will experience Audi’s most comprehensive model line-up to date, spanning electric and combustion, sport and luxury.

**Dubai, UAE, 6 November 2025 – Audi Middle East has announced the return of Audi Open Haus, a regional retail initiative taking place from 10-16 November. Held across select showrooms in Bahrain, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates by Audi’s dealer partners, the event offers guests exclusive access to unmatched offers and a chance to explore endless possibilities behind the wheel of an Audi.**

Designed as a premium, appointment-based experience, Audi Open Haus invites customers to the future of progress, bringing together the brand’s latest electric, sport, and luxury models alongside an exceptional selection of certified pre-owned vehicles.

**A year of defining launches**  
2025 has marked one of Audi’s most dynamic product years, led by the arrival of the Q6 e-tron, the expanded RS lineup (RS 3, RS Q8 and RS e-tron GT), the all-new A5, the all-new A6 range in both electric and combustion variants, alongside the recently launched Q5. Together, these models reflect the brand’s strongest portfolio to date, with confidence returned and elegance redefined, balancing technology, design, and driving comfort.

This momentum continues with the return of Audi Open Haus, which brings this diverse line-up together under one roof, offering customers the opportunity to experience the perfect combination of performance and sophistication, and discover the Audi made for them.

“Audi Open Haus is designed around our customers, acting as a true reflection of their needs, expectations, and aspirations,” said Peter White, Director of Sales, Operations & Product Management at Audi Middle East. “Its continued success is a testament to the strength of our retail network the growing demand for personalised, experience-led interactions. Through our dealer partners, we continue to create meaningful moments where every visit feels exclusive, every choice is individual, and every drive embodies the progress and precision that define Audi.

**Enhancing the retail experience**  
Audi Open Haus continues to build on the brand’s regional retail transformation, following the introduction of the Progressive Retail Concept in Doha and Dubai. These modern showrooms have transformed the retail journey, combining architectural design with digital integration and hospitality-led service that mirrors Audi’s attention to detail and craftsmanship.

Through initiatives such as Open Haus, Audi reinforces its commitment to strengthening physical retail, where technology and human connection meet to create meaningful, premium experiences for every visitor.

Audi Open Haus will run from 10 to 16 November across participating showrooms in Bahrain, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates.

* For more information or to register your interest, please visit [www.audi-me.com/openhaus.](http://www.audi-me.com/openhaus)

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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 across 12 countries. In 2024, the Audi Group delivered over 1.7 million vehicles, generating €64.5 billion in revenue and achieving an operating profit of €3.9 billion.

AUDI AG’s commitment to the region was reaffirmed with the establishment of its fully owned subsidiary, Audi Middle East, in 2005. Covering Bahrain, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, and the UAE, Audi Middle East continues its journey towards becoming a provider of sustainable, premium mobility. Learn more about our models and forward-thinking approach to a sustainable future at [www.audi-me.com](https://www.audi-me.com) and [news.audimiddleeast.com](https://news.audimiddleeast.com).