**Audi Open Haus launches Across the Region – With focus on enhancing your Audi Experience within the showrooms**

* Together with the dealer partners, Audi Middle East invites prospect buyers across the region to explore the extensive model line-up and enjoy a collection of exclusive offers during a five-day retail period.

**Dubai, UAE, 16 June 2025 – Audi Middle East today announces the launch of Audi Open Haus concept; a showroom experience initiative running simultaneously across nine regional cities from June 18 to 22, 2025. The five-day event will feature exclusive and model specific offer opportunities along with guided showroom experiences and a dedicated Audi team to welcome you — all designed to help find the perfect Audi that fits any lifestyle and preference.**

Held at select showrooms across multiple cities including Abu Dhabi, Al Ain, Dubai, Sharjah, Doha, Kuwait City, Muscat, Sitra and Riyadh, Audi Open Haus offers visitors a unique opportunity to engage with the brand’s versatile model range – including the latest offerings in electric mobility, the exciting high performance S & Audi Sport variants, and the everyday versatility through models like the Q5 & Q7.

“Audi Open Haus is about turning aspiration into ownership,” said Peter White, Director of Sales, Operations & Product Management at Audi Middle East. “With various showroom activities and exclusive offers available across the region, there’s no better time to own an Audi. Whether you're buying your first or looking to continue your Audi journey, we're making it easier than ever to take that step.”

Audi Open Haus follows on from Audi’s ongoing regional retail transformation — having recently debuted the Progressive Showroom Concept in Doha and Dubai, which introduced more welcoming, tech-integrated retail environments designed around customer needs. This June, Audi Open Haus builds on that momentum, putting physical first, human-centric touchpoints at the forefront, and offering visitors the opportunity of exclusive showroom incentives.

Visitors can attend Audi Open Haus at Abu Dhabi, Al Ain, Dubai, Sharjah, Doha, Kuwait City, Muscat, Sitra and Riyadh showrooms will be open daily from 10am to 8pm, with timings subject to local variation.

* For more information, 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).