Step into the Audi Progressive Retail Concept Showroom: The Next Generation of Automotive Retail

* Audi’s Progressive Retail Concept Showroom combines digital-first innovation with tailored, human-centric experiences – setting a new benchmark for automotive retail in the region.
* With new Progressive Retail Concept Showrooms launched in Doha and Dubai just weeks apart, Audi is unveiling immersive spaces that reflect its global vision for sustainability, digitalisation, and future mobility.

**Dubai, UAE, 14 May 2025 – Audi Middle East has unveiled its most transformative retail experience to date – the Progressive Showroom Concept – with flagship launches in Dubai and Doha. These newly opened spaces mark a significant evolution in the region’s automotive landscape, offering an immersive, tech-powered experience that reimagines how customers interact with the brand.**

Launched within weeks of each other, the Progressive Retail Concept Showroom Audi Doha, located in Doha Festival City, and the Progressive Retail Concept Showroom Audi Dubai, represent significant milestones in Audi’s strategic retail vision for the Middle East. Notably, Progressive Retail Concept Showroom Audi Dubai, spanning across three floors on Sheikh Zayed Road, stands as the largest Progressive Showroom in the region.

**A Digital-First, Customer-Centric Experience**

From the moment visitors step in, they are welcomed into a personalized experience. At the heart of each showroom is the ‘Nexus’—a central hub where Audi experts guide guests through the brand’s innovative ecosystem. Visitors can explore features, compare models, and engage with Audi’s latest technologies through interactive tools. From the e-tron innovations in the ‘Progressive Lab’ to model highlights on the ‘Stage’ and vehicle configuration in the ‘Library,’ each space is designed to support every step of the customer journey, blending digital discovery with real-world interaction.

Model displays vary across the two locations. In Doha, guests can experience the all-new Audi A5 and S5 up close, while in Dubai, the showroom showcases the first regional previews of the upcoming A6 sedan and all-new A6 e-tron, alongside the all-new Audi Q5. These are joined by the recently launched Q6 e-tron, A5, and the high-performance e-tron GT— offering a rare opportunity to get inside, explore, and connect with the craftsmanship, design, and technology that define Audi’s next generation of mobility.

Each space is designed to be fluid, intuitive, and centred on individual needs, offering everything from digital configurators to multifunctional lounges that double as co-working zones. Visitors are encouraged to engage directly with both the cars and Audi’s expert team throughout their visit – creating a seamless blend of digital and human touchpoints.

**Sustainability at the Core**

Audi’s Progressive Retail Concept Showroom seamlessly integrates the brand’s commitment to sustainability, design, and digitalisation. These showrooms feature modular architecture, energy-efficient systems, and responsibly sourced materials, creating a physical space that mirrors Audi’s environmental mission. Digital touchpoints replace unnecessary print, reducing waste while elevating engagement.

“The Progressive Retail Concept Showroom is a complete rethink of what automotive spaces should be. We’ve designed it to reflect the future of retail: digital where it adds value, personal where it matters most, and always centred around the product. These new spaces put our models, our people, and our customers at the heart of the experience. You can touch, test, and explore the future of Audi on your terms.”

– Rene Koneberg, Managing Director, Audi Middle East

**A Global Vision Brought to the Region**

First introduced in 2021, the Audi Progressive Retail Concept brings the brand’s latest models into spaces designed for real connection. Customers can explore vehicles in person, interact with Audi specialists, and experience the brand’s innovations in a setting built around their needs. With new locations now open in Dubai and Doha, Audi is deepening its presence in the Middle East with showrooms that prioritise access, engagement, and a closer relationship between people and product.

Building on the momentum in Dubai and Doha, Audi Middle East is set to accelerate the expansion of the Progressive Retail Concept Showroom across key markets, continually reshaping automotive retail towards a more connected and customer-centric future.

**For more information on Audi’s new showrooms and to explore the future of premium mobility, please visit** [**www.audi-me.com**](http://www.audi-me.com)

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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). |