



## **Audi Al Nabooda Communications**

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# **Al Nabooda Automobiles Audi signs sponsorship agreement with Al Nasr Football Club**

**Dubai, 24 September 2020 – Al Nabooda Automobiles has partnered with the Al Nasr Football Company.**

The exclusive distributor for Audi in Dubai and the Northern Emirates provides a selection of Audi cars to members of the First Team.

The agreement was signed at Al Nasr Club by the CEO of the Al Nasr Football Company Mr. Saeed Ali Alamri and General Manager of Al Nabooda Automobiles Audi Mr. Ali Saif Al Nabooda.

Mr. Saeed Ali Alamri, CEO of Al Nasr Football Company said: “Al Nasr Club is proud to conclude a strategic sponsorship agreement with Al Nabooda Automobiles Audi which is one of the distinguished national institutions, indicating Al Nasr's interest in establishing many strategic partnerships that enhance the club's resources and help it achieve its future goals and ambitions.”

Mr. Ali Al Nabooda added: “Sport in general and Football in particular play an extremely important role in the world of Audi and therefore it is a perfect fit to cooperate with Dubai's first ever Football club. We are very passionate about sport and looking very much forward to this cooperation.”

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in 11 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.846 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of €55.7 billion and an operating profit of €4.5 billion. At present, 90,000 people work for the company all over the world, 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.



AUDI AG's commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005. The current Middle East model range comprises the Audi A3 and S3 and RS3, A4 and S4, the A5/S5 Coupe and Sportback, RS5 Sportback, the A6, S6, A7, S7, A8 L and S8, the Audi Q3, Q3 Sportback, Q5 & SQ5, Q7, Q8 and RS Q8 as well as the R8.