**What Happens When You Design a Showroom Around People**

Retail is shifting. So are the reasons people walk into a space.

For a long time, showrooms served a clear purpose. They offered a place to view a product, ask questions, and get closer to a decision. Today, the role of the showroom is evolving. People often arrive with a strong sense of what they want. They’ve already explored the options online. What they’re looking for is something that brings the product into focus – an experience that helps them understand how it fits into their lives.

This thinking led to the development of the Progressive Retail Concept – an Audi initiative focused on creating spaces designed around people. It’s a new approach to physical retail, shaped by how customers navigate decisions and how they want to interact with the brand in real time.

That direction is now taking shape in the Middle East.

Our largest Progressive Retail Concept showroom in the region recently opened its doors in Dubai, in collaboration with our longstanding partners at Al Nabooda Automobiles. Located on Sheikh Zayed Road and spanning three floors, it represents a major step in our retail journey.

Every detail has been designed around individual choice – from the Nexus Hub, which introduces guests to the wider Audi ecosystem, to the Progressive Lab, private lounges for customer configuration, and open-plan displays that invite exploration at your own pace.

As part of the opening, we hosted a regional product showcase exclusively previewing what’s next for the brand – including the all-new A6 e-tron, the upcoming A6 Sedan and the Audi Q5, all seen in the region for the first time. These were presented alongside key nameplates like the A5, e-tron GT, and Q6 e-tron.

Visitors were encouraged to engage with the models hands-on – to configure, interact, and experience each car in depth. The space is built to support this kind of immersive experience, making product the true hero of the journey.

The concept was first introduced in Doha, through our collaboration with Q-Auto. That showroom brought the vision to life in a way shaped by the needs of that market. Dubai followed with a larger footprint and the same principles at its core.

Designing around people means creating spaces that support how decisions are made. It means offering time, clarity, and the ability to connect meaningfully with what’s in front of you. These are the outcomes we’re working toward.

As we continue to grow the Progressive Retail Concept in the region, we’ll remain focused on building with care. Each showroom will reflect its surroundings. Each partnership will bring its own perspective. But the intent stays consistent: to create spaces that feel considered, personal, and relevant to the way people want to experience Audi today.

*Penned by Rene Koneberg, Managing Director, Audi Middle East*