

**MediaInfo****Audi Middle East Communications**

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## **Audi Middle East Announces Winners of The Audi 2022 Twin Cup Challenge for Technical and Service Teams**

- Al Nabooda Automobiles wins the Audi Middle East Twin Cup Competition 2022
- Winning teams will represent Audi Middle East at the global Twin Cup competition held in Germany

**Dubai, UAE (23<sup>rd</sup> May 2023)** Audi Middle East has announced Al Nabooda Automobiles as the winner of 'The Audi Twin Cup Challenge' for the Technical and Service competitions in the Middle East Regional Final.

The Twin Cup Challenge is a highly anticipated annual event that provides a remarkable platform for Service and Technical teams in the Middle East to showcase their exceptional skills and expertise. More than 60 teams competed over two online rounds, with the 14 top teams selected to compete at the regional Twin Cup final.

In this year's edition, held on 18-19 May, the overall winning teams were Audi Grand Sphere in the technical competition and Audi Progressive Rings in the service competition. Both finalists are from Al Nabooda Automobiles in Dubai and will now go on to participate in the global competition. The remaining podium places were rounded out with excellent performances by teams attending from our partners in Abu Dhabi, Bahrain, Qatar, and Kuwait.

Our esteemed partners in Abu Dhabi, Bahrain, Dubai, Jordan, Kuwait, Qatar and Saudi Arabia, underwent rigorous self-study and training on all aspects of the Audi brand, ranging from its rich heritage to cutting-edge technologies, top-tier services, and the latest and greatest models. They were also tested in various areas of the aftersales operation, including vehicle diagnosis, customer assistance, vehicle reception, theory, and knowledge tests.

Kieron Duncan, Aftersales & Network Director at Audi Middle East, remarked, "I am extremely proud of Audi's Middle East retailers for such an impressive performance across two days of intense competition at the regional Twin Cup final. All 14 teams had outstanding performances and our winning Technical and Service teams will now embark on their journey to the global competition, where they will represent the Middle East region and its reputation for service and technical excellence against the best teams in the world on a global stage."

Audi Middle East is thrilled to witness the global Twin Cup as Audi Grand Sphere and Audi Progressive Rings prepare to brace themselves for the ultimate challenge.

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AUDI AG's commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005, Audi Middle East, which covers Bahrain, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia and the UAE.

Audi Middle East is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility. Its broad product range now comprises six fully electric models, one of the most comprehensive BEV portfolios in the region, including the recently launched Q8 e-tron. Find out more about our models and our future-forward strategy for a sustainable future at [www.audi-me.com](http://www.audi-me.com) and [news.audimiddleeast.com](http://news.audimiddleeast.com).

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