

Jan Bures joins Audi Volkswagen Middle East FZE as Group Managing Director

Dubai, March 11, 2020 – Jan Bures has been appointed as Group Managing Director of the wholly owned subsidiary importer organisation, Audi Volkswagen Middle East FZE.

With over twenty-five years of management experience within the Volkswagen Group, German national Jan Bures, has been instrumental during a period of exponential growth for the organisation. His career began with Audi AG in 1994 at a time when the brand repositioned itself in the premium sector of the automotive market. Following this, the majority of his career has been spent in overseas markets including USA, China and Russia, in various management and strategic roles for Volkswagen and Volkswagen Group divisions.

Bures succeeds Deesch Papke, who will now be responsible for Volkswagen Group Middle East as Managing Director based out of Qatar.

As Group Managing Director, operating from the Audi Volkswagen Middle East regional office in Dubai, Jan Bures will be responsible for strengthening the brands across 11 countries in the GCC and Levant. Key to this is striving for stability for the dealer partners across the region, growing sales and service performance whilst focusing on market penetration – alongside expanding the collaboration between regional and head offices.

Commenting on his appointment, Jan Bures, Group Managing Director of Audi Volkswagen Middle East said, “I am delighted to have joined AVME at this pivotal point for the automotive industry. The Middle East represents challenges and opportunities for both brands however, we are fortunate to be in a region with such great optimism, particularly around the future of mobility.

He continued, “Whilst the economy is challenging, both Audi and Volkswagen have a strong portfolio of new models to bring to the market over the next few years. We are also focusing on customer satisfaction as a top priority, and our newly established Customer Experience and Digital Department is to be the voice of the customer within our organization and dealer network. This bold and innovative direction allows us to better service and meet the needs of our customers in this digital era and to the highest possible levels of

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customer service. I look forward to supporting both brands and further strengthening their position in the region.”

Prior to his Volkswagen Group career, Bures trained as an engineer and automotive technician within the Honda Group, where he was the Regional Sales and Service Manager responsible for 60 dealers across Germany.

Bures’ in-depth knowledge of Audi and Volkswagen brands, products and dealer development will help drive the continued success of both organisations across the region.

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About the Audi Brand:

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 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), 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 1.845 million automobiles of the Audi brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 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, A4 and S4, the A5/S5 Coupe and Sportback, RS5 Sportback, the A6, S6, A7, S7, A8, A8 L and S8, the Audi Q3, Q3 Sportback, Q5 & SQ5, Q7 and Q8.

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About the Volkswagen brand:

The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2018, Volkswagen delivered 6,2 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 195,878 people work for Volkswagen across the globe. The brand also has over 10,000 dealerships with 86,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. E-mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.
