

Wattayah Motors hands over reins to Premium Motors as Audi and Volkswagen official dealer

- **Effective 1st December 2020, Premium Motors will become the new dealer for Audi and Volkswagen in the Sultanate**
- **Move marks end of successful partnership with Wattayah Motors as Audi and Volkswagen usher in a new era**
- **New showroom and service centre to be based at Alfardan Heights in Ghala Heights**

Audi Volkswagen
Middle East FZE
Dubai Airport Free Zone
West Side, Bldg. 8W/A
1st Floor
P.O. Box 27758
Dubai, UAE
Tel. +971 4 2936 700
Fax +971 4 2936 801
www.audi-me.com
www.volkswagen-me.com

Oman, 30th November, 2020 – Audi Volkswagen Middle East FZE have appointed Premium Motors Oman as the official dealer for the Audi and Volkswagen brands in the Sultanate, effective 1st December 2020. The move comes after 32 years of success with Wattayah Motors.

Since 1988, Audi Volkswagen Middle East FZE and Wattayah Motors had established a strong partnership, enabling the group to build a compelling brand presence in the south-eastern coast of the Arabian Gulf. Through market leading service standards, Wattayah Motors represented the core values of the Audi and Volkswagen brands which saw the partnership recognise a long period of success in the Sultanate.

As the new official dealer in Oman, Premium Motors have developed a bespoke, state-of-the-art facility that has been designed according to global standards and corporate identity. Spread across three floors at Alfardan Heights in Ghala Heights, Premium Motors' showrooms and service centre cover 10,000 square-meters in total, which will accommodate sales, service, parts and body shop functions.

Premium Motors is a subsidiary of Alfardan Group, which is renowned for delivering distinguished brands and exceptional customer experience across a wide range of industries. Alfardan Group has achieved remarkable success and set high benchmarks in the automotive sector in the region as they are founded around traditional family values and categorical pledge to integrity, premium service and social responsibility.

Commenting on the new partnership, Jan Bures, Group Managing Director of Audi Volkswagen Middle East said: "We are incredibly grateful to Wattayah Motors for establishing the Audi and Volkswagen brands with outstanding service and representation over the last three generations in Oman, alongside those individuals we had the pleasure in building relations with over the years. We are delighted to sustain our presence with Alfardan Group who have a pronounced presence in the local and regional automotive industry. This is a new era for Audi and Volkswagen brands in the Middle East, and we are

AUDI VOLKSWAGEN

MIDDLE EAST

Audi Volkswagen Middle East • PO Box 27758 • Dubai • United Arab Emirates

confident that our new partner will help us in consolidating our popularity in Oman even further.

He continued, "The Premium Motors ultramodern showroom and service facilities, plus their highly trained staff will benefit our brands and we foresee an exciting future with remarkable new models expected to arrive in the coming years."

Hani Muhammad Al Zubair, Chairman, Wattayah Motors commented: "It has been a privilege to represent and nurture the Audi Volkswagen brands for the last three decades and we would like to thank our loyal customers who have supported us during our long association with these two brands. May I also take this opportunity to thank the entire Wattayah Motors team for their own dedication and wish them all the best for the future in their new positions with Premium Motors. Within this context, may we also convey our best wishes to Premium Motors and we are confident that they will take Audi and Volkswagen to greater heights".

Omar Hussain Alfardan, President & CEO, Alfardan Group said: "Alfardan Group has set itself apart in the market by aligning with iconic brands in the automotive industry. We consider the opportunity to represent Audi and Volkswagen in Oman to be a privilege. Our state-of-the-art automotive centre and skilled personnel have ensured our unwavering commitment to quality and superior customer experience. Similarly, we guarantee in keeping up with our legacy and commitment to excellence and quality. We have been working closely with Audi Volkswagen Middle East in setting up a futuristic showroom to provide a unique experience to all our customers. We will continue to provide exceptional and unparalleled services to our valued clients. We would also like to acknowledge and appreciate the collaborative spirit of the transition process and thank Wattayah Motors for their work in partnership with us to preserve brand equity, maintain customer interests and foster seamless changeover for all stakeholders."

Mr. Alfardan added: "Oman has been placed among the fastest growing economies in the Arab region as it has taken concrete steps towards achieving sustainable development. It is no surprise that Oman is seen as an ideal long-term investment destination. Alfardan Group has solid trust in the Omani economy and investment environment. To reinforce its own competitiveness, the Omani government has been investing on upskilling its youth and we are delighted that we will work closely with the competent Omani workforce."

Customers can look forward to Premium Motors opening on December 1st, 2020 where they will experience the new showrooms and service facilities for both Audi and Volkswagen.

Audi Volkswagen
Middle East FZE
Dubai Airport Free Zone
West Side, Bldg. 8W/A
1st Floor
P.O. Box 27758
Dubai, UAE
Tel. +971 4 2936 700
Fax +971 4 2936 801
www.audi-me.com
www.volkswagen-me.com

-Ends-

AUDI VOLKSWAGEN

MIDDLE EAST

Audi Volkswagen Middle East • PO Box 27758 • Dubai • United Arab Emirates

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.

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 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.

Audi Volkswagen
Middle East FZE
Dubai Airport Free Zone
West Side, Bldg. 8W/A
1st Floor
P.O. Box 27758
Dubai, UAE
Tel. +971 4 2936 700
Fax +971 4 2936 801
www.audi-me.com
www.volkswagen-me.com