

Audi Middle East Communications

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Get to Know Audi Middle East's New Sales Director

Dubai, July XX, 2021 – Audi Middle East strengthened its leadership team with the recent appointment of Peter White as Director of Sales & Operations. With over 15 years of experience in the automotive industry, spanning Europe and the Middle East, he brings extensive knowledge and a wealth of experience to the role.

In his new position, Peter is responsible for continuing the success of the brand and accelerating growth across eight markets in the GCC and Levant regions.

Peter has a strong automotive background, having spent nine years in the UK automotive industry in roles across brand communication, product management and sales. In 2015, he relocated to the Middle East for his first international position in Dubai serving as Regional Market Manager at Mercedes-Benz Cars Middle East for four years before taking on a senior position for Polestar, a new to market premium BEV brand in Gothenburg, Sweden with a focus on creating, implementing and managing the global fleet and business sales offering.

He now returns to the Middle East to take on regional responsibility for Sales and Operations at Audi Middle East during a time of planned growth for the brand.

“We are very excited to have Peter on board for this role,” commented Carsten Bender, Managing Director at Audi Middle East. “With his impressive track record, he brings very distinctive experience to our organization and adds a unique blend of international and regional knowledge. I am confident that his passion for this industry will make him an exceptional addition to our team and I look forward to seeing him bring our vision for Audi in the region to life.”

Peter White said, “I am pleased to be taking on this pivotal position at Audi in the Middle East, especially at such a defining time for the automotive industry. There are many exciting changes and challenges on the horizon and I look forward to successfully overcoming these with the Audi team and dealers as we collectively strive to continue the strong legacy that has been built in the region.”

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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 17 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 2020, the Audi Group delivered to customers about 1.693 million automobiles of the Audi brand, 7,430 sports cars of the Lamborghini brand and 48,042 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, about 87,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.

AUDI AG's commitment to the region was established through the foundation of its fully owned subsidiary in 2005. The current Middle East model range comprises the Audi A3, S3 and S3 Sportback, A4 and S4, the A5/S5 Coupe and Sportback, RS5 Sportback, the A6, S6, RS6 Avant, A7, S7, RS7, A8, A8 L and S8, the Audi Q3, Q3 Sportback, RS Q3 Sportback, Q5 & SQ5, Q7, Q8, RS Q8, R8, e-tron, e-tron Sportback and RS e-tron GT.