

Škoda Auto enters Saudi Arabian market, strengthening its presence in the Middle East

- › **Advancing internationalisation:** Škoda Auto enters the Saudi Arabian market in partnership with SAMACO Motors
- › **Extensive portfolio:** Broad range of combustion-engine models will include the Octavia, Superb, Karoq, Kodiaq, Slavia and Kushaq
- › **Modern showrooms:** The first two state-of-the-art retail sites will open in Jeddah and Al Khobar by the end of 2025, flagship outlet in Riyadh scheduled for 2026
- › **Leveraging growth potential:** Largest market in the Middle East; annual sales expected to reach one million vehicles by 2030

Mladá Boleslav, 18 November 2025 – Škoda Auto is advancing its internationalisation strategy by entering the fast-growing Saudi Arabian market in partnership with SAMACO Motors, which has represented other Volkswagen Group brands in the country for more than 15 years. The portfolio includes the Octavia hatchback and the Kushaq, Karoq and Kodiaq SUVs. The Superb hatchback and Combi estate will follow soon. Looking ahead to 2026, Škoda will also introduce the Slavia compact saloon to meet strong demand in the segment in the Saudi Arabian market. The first two state-of-the-art retail sites will open by the end of the year in Jeddah and Al Khobar, with a flagship outlet in Riyadh scheduled for 2026.

Martin Jahn, Škoda Auto Board Member for Sales and Marketing, explains: “Škoda Auto's entry into Saudi Arabia, the largest market in the Middle East, underscores our commitment to advancing our brand's internationalisation. Already growing rapidly, annual car sales there are expected to reach one million vehicles by 2030. With our broad model portfolio, we aim to leverage these opportunities. We are joining forces with the Volkswagen Group's sales organisation for the Middle East and our local partner SAMACO Motors – drawing on its expertise in the automotive market since 1978. At our showrooms, opening very soon, we will provide a fully digital customer experience featuring video walls, touch tables and car information stands.”

Saudi Arabia: Leveraging the market's strong growth potential

Škoda Auto intends to target primarily young drivers and families in larger cities in Saudi Arabia. To maximise synergies and capture growth potential – given the current level of only 156 vehicles per 1,000 inhabitants – Škoda Auto has established a Škoda Middle East office as part of Volkswagen Group Middle East (VWGME), which leads Škoda's growth plans and coordinates the brand's activities in the region.

Entering the market with a broad portfolio and a strong partner

Škoda Auto's entry into Saudi Arabia marks the next strategic step in the Middle East. In the first half of 2025, the car manufacturer entered the Omani market, restarted operations in Qatar and opened two new state-of-the-art showrooms in the United Arab Emirates. With Saudi Arabia now joining this rapidly growing network, Škoda Auto continues to strengthen its presence across the region, introducing a comprehensive model line-up that includes the Octavia, Superb, Karoq and Kodiaq, along with the Kushaq SUV and the Slavia saloon.

To achieve its ambitious goals in the region, Škoda is entering a strategic partnership with SAMACO Motors, a member of the Al Nahla Group. The two showrooms, covering more than 1,200 m², will open in Jeddah and Al Khobar by the end of 2025. A flagship outlet in the capital, Riyadh, will follow in 2026.

Founded in 1930, the Al Nahla Group is one of the longest-established trading companies in the Kingdom. SAMACO Motors, established in 1978, is a leading car importer and distributor in Saudi Arabia. For more than 15 years, it has served as the exclusive representative for Audi, Volkswagen and Porsche, and has recently added Bentley and Lamborghini to its portfolio.

Global presence: Škoda Auto continues to expand beyond Europe

In 2025, Škoda became the third best-selling brand in Europe, a position it aims to secure permanently by the end of the decade. In addition, the car manufacturer is focusing on further strengthening its solid pillar outside Europe, primarily in dynamic growth markets, by contributing its expertise to leverage growth potential for the entire Volkswagen Group. India and Vietnam have become strategic key markets in Škoda's internationalisation plans, helping the company to capitalise on existing sales prospects in the ASEAN region, the Middle East, Australia and New Zealand.

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Media images


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Škoda Auto officially enters the Saudi Arabian market in partnership with SAMACO Motors.

Pictured from left: Mohammed Mousa, Škoda General Manager of SAMACO Motors; Lukáš Honzák, Managing Director of Škoda Middle East; Martin Jahn, Škoda Auto Board Member for Sales and Marketing; Mohammed Samy Raffa, CEO of SAMACO Motors; and Jan Procházka, Škoda Auto Head of Sales International.

Source: Škoda Auto


Infographic: Škoda Auto enters Saudi Arabia, strengthening its presence in the Middle East

The Czech carmaker is entering the fast-growing Saudi Arabian market in partnership with SAMACO Motors, which has represented Volkswagen Group brands in the country for more than 15 years.

Source: Škoda Auto

Škoda Auto

- › is successfully pursuing its Next Level – Škoda Strategy
- › aims to be among the top five best-selling brands in Europe by 2030, with attractive offers in entry-level segments and additional electric vehicles
- › is unlocking growth potential in key markets such as India, North Africa, Vietnam and the wider ASEAN region
- › currently offers 12 passenger-car series: Fabia, Scala, Octavia, Superb, Kamiq, Karoq, Kodiaq, Elroq, Enyaq, Slavia, Kylaq and Kushaq
- › delivered more than 926,000 vehicles to customers worldwide in 2024
- › has been part of the Volkswagen Group – one of the world's most successful car manufacturers – for over 30 years
- › belongs to the Brand Group CORE, the Volkswagen Group's alliance of volume brands established to drive joint growth and boost overall efficiency across all five volume brands
- › independently develops and produces components such as MEB battery systems, engines and transmissions, including for other Group brands
- › operates three production plants in the Czech Republic and, largely through Group partnerships, has manufacturing capacities in China, Slovakia and India, as well as in Vietnam and Ukraine with local partners
- › employs around 40,000 people worldwide and operates in almost 100 markets