

Al-Uroush Automotive opens Iraq's First BMW Retail.Next showroom in Sulaymaniyah

- **Blending premium automotive innovation with a location defined by progress, art and aspiration**
- **A commitment to delivering exceptional experiences that cater to the increasing demand for premium vehicles**
- **A valuable opportunity to nurture and support local talents in the automotive industry**

Sulaymaniyah/Iraq, October 9, 2025 – Al-Uroush Automotive proudly announces the grand opening of Iraq's inaugural BMW Retail.Next showroom, a significant milestone that underscores the brand's commitment to delivering premium automotive experiences in the region.

Located in the heart of Sulaymaniyah's Majidi Mall, the new showroom reflects BMW's commitment to bringing premium automotive experiences to a growing market.

Spanning 1,200 square metres, the state-of-the-art showroom showcases the latest BMW and MINI models, offering top-tier luxury and innovation to customers in Sulaymaniyah. With the capacity to display up to 10 vehicles, the space promises an immersive and personalised experience for enthusiasts and customers alike.

Dr. Sabah A. L. Salem, CEO of Al-Uroush Automotive, commented on this new chapter in the company's history. "We are proud to open the first BMW Retail.Next showroom in Iraq, particularly in Sulaymaniyah, a city that embodies the perfect harmony of culture, progress and aspiration. This facility is not only a retail destination, but a symbol of our long-term commitment to delivering premium experiences to our valued customers across Iraq. The dynamic environment of Sulaymaniyah, coupled with the increasing demand for premium vehicles, makes this location ideal for our expansion."

The opening ceremony was attended by **Karim-Christian Haririan, Managing Director of BMW Group Middle East** who emphasised the significance of this launch. "We are excited to welcome Al-Uroush Automotive to the BMW Retail.Next family with this remarkable showroom in Sulaymaniyah. Iraq is an important market with immense growth potential, and this opening highlights BMW's vision to expand and deliver premium experiences to customers in dynamic locations. We look forward to a promising future in Iraq."

Beyond showcasing luxury vehicles, this new showroom represents a unique opportunity for local talent. Al-Uroush Automotive is dedicated to fostering the skills and careers of individuals in the community. By providing training and employment opportunities, the showroom aims to empower local talents, ensuring that they play a vital role in delivering the exceptional service that BMW is known for. This initiative not only enhances the customer experience but also contributes to the economic development of Sulaymaniyah, creating a ripple effect of growth and opportunity.

Set against the picturesque backdrop of Sulaymaniyah's mountains, the Majidi Mall showroom offers a welcoming and sophisticated space for customers to explore BMW and MINI's latest models. Designed with a focus on customer-centricity, the Retail.Next concept ensures a seamless blend of cutting-edge technology, modern design and premium service, perfectly aligned with BMW's global standards.



The city of Sulaymaniyah has long been celebrated for its fusion of tradition and modernity. With its rich history, love for art and literature and breathtaking natural beauty, Sulaymaniyah offers another ideal setting for BMW's entry into Iraq.

Al-Uroush Automotive, established in 2010, holds an exclusive position as the official importer of BMW, MINI, BMW Motorrad and Rolls-Royce Motor Cars in Iraq. This showroom opening represents a sterling achievement in their mission to meet the needs of customers seeking exceptional vehicles, and it underscores their reputation as pioneers in luxury automotive retail within the Iraqi market.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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