

Škoda Auto enters Saudi Arabia

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.

Extensive portfolio

A broad range of technologically advanced ICE models will be available, with additional models joining in 2026



Kushaq



Slavia



Superb



Octavia



Karoq



Superb Combi

Kodiaq



Škoda Auto in the Saudi Arabian market

- > High growth potential: **156 vehicles per 1,000 inhabitants**
- > Target group: **young drivers and families**
- > Two **fully digital showrooms** with SAMACO Motors to open in 2025
- > A flagship outlet in the capital, **Riyadh**, will open in 2026

Jeddah

Riyadh

Al Khobar

Internationalisation in the region

By entering the Saudi Arabian market, Škoda Auto is expanding its presence throughout the region.

In the first half of 2025, the brand strengthened its activities in the **Middle East** by officially entering the **Omani** market, resuming operations in **Qatar** and opening two new state-of-the-art showrooms in the **United Arab Emirates**.

ŠKODA