Zeekr UAE and AWR Automotive Unveil Redesigned Flagship Showroom on Sheikh Zayed Road in Dubai



UNITED ARAB EMIRATES, September 29, 2026 /EINPresswire.com/ -- Zeekr UAE and AWR Automotive are proud to announce the unveiling of the redesigned Zeekr flagship showroom on Sheikh Zayed Road in Dubai. The new space brings together contemporary design, refined hospitality, and personalised customer engagement, reflecting the partners' confidence in the UAE's expanding electric mobility market.

The showroom gives customers a clear and practical way to explore electric mobility. Zeekr product specialists will provide personalised guidance around the Zeekr range, charging, intelligent technology, performance, test drives, and after-sales care. Interactive touchscreen TVs allow customers to explore vehicle configurations in detail and place orders directly from the showroom. Customers can also discuss their individual driving requirements and ownership considerations in a relaxed setting, helping them understand how electric mobility can support everyday journeys, family travel, and longer drives across the UAE.

At the centre of the redesigned showroom is the Zeekr Lounge, a refined hospitality space for customer appointments, coffee conversations, and owner gatherings. The lounge brings a more personal dimension to the retail experience, providing a welcoming place for guests to spend time with the brand before or after a consultation or test drive. A partnership with Maison 7, AWR Group's luxury lifestyle brand, adds curated homeware and elegant décor, creating a warm, lifestyle-led environment that complements Zeekr's progressive design philosophy and brings the showroom's material, colour, and craftsmanship story to life.

"The UAE's electric mobility market is advancing quickly, and customers want the confidence that comes from clear guidance, a trusted local partner, and an ownership experience designed around their needs," said Roberto Colucci, Director of EVs, AWR Automotive. "Our redesigned

flagship showroom brings those elements together, creating a destination where customers can experience Zeekr's technology, design, and hospitality while exploring how electric mobility can fit their everyday lives."

The redesigned flagship also includes two AC charging points, giving customers an added practical touchpoint with the Zeekr ownership experience during their showroom visit. Two dedicated vehicle delivery bays provide an elevated handover setting, allowing every delivery to become a more personal and memorable moment for customers and their families. The flagship will also serve as a platform for product introductions, owner engagement, and curated events, bringing customers and electric mobility enthusiasts together around premium electric driving. Customers are invited to visit the showroom on Sheikh Zayed Road to experience the Zeekr range, speak with a product specialist, and book a personalised test drive.

AWR Automotive is Zeekr's official distributor in the UAE. Supported by decades of automotive expertise and an established national network of showrooms and service centres, it brings the Zeekr ownership experience to customers from first discovery through to long-term support, helping advance premium electric mobility across the region.

For more information, visit www.zeekr.ae or call 800ZEEKR.

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