
Al Abdulghani Motors Launches “Ennat Toyota,” Qatar’s First Event Dedicated to Experiencing Toyota and Lexus Vehicles Off-Road



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Qatar’s first off-road experience featuring Toyota and Lexus SUVs debuts at Sealine

Doha, Qatar – 10 November 2025: Al Abdulghani Motors, the authorized distributor of Toyota and Lexus in Qatar, has launched *Ennat Toyota* at Sealine, the country’s first off-road test drive, designed to showcase the superior off-road capabilities of Toyota and Lexus SUVs in a safe, controlled desert environment.

The launch event was attended by Mr. Abdulghani Nasser Al Abdulghani, Chief Executive Officer, and Mr. Abdo Sweidan, Chief Operating Officer, as well as customers, partners, and members of the media.

Ennat Toyota offers an engaging experience that combines adventure, education, and community involvement. The activation highlights Toyota and Lexus SUVs, renowned for their desert endurance, hybrid performance, and advanced safety technologies — offering off-road enthusiasts, families, and visitors a unique opportunity to experience the brands' legendary performance firsthand.

At Ennat Toyota, visitors can get behind the wheel of the Toyota Land Cruiser 300 Hybrid GR, Toyota Prado Adventure, LX700h Overtrail, and LX600 Overtrail. Under expert supervision, guests will explore the vehicles' full potential, learn about hybrid technology, practice responsible off-road driving, and experience advanced control across varied terrains — making the activation both thrilling and educational.

Commenting on the launch, **Mr. Abdulghani Nasser Al Abdulghani, Chief Executive Officer of Al Abdulghani Motors**, said: *“Ennat Toyota embodies the spirit of adventure and the rich legacy of Toyota and Lexus — two brands that have become synonymous with trust, performance, and innovation across generations. It represents an important step in expanding our brand experience beyond showrooms, offering our customers and off-road enthusiasts a unique opportunity to explore the true capabilities of our vehicles and enjoy a safe and exceptional driving experience.”*

To bring the experience to life, Ennat Toyota features a track with 4 obstacle courses that demonstrate advanced technologies such as hill-climb power, suspension flexibility, traction control, and differential systems — showcasing the precision and stability of Toyota and Lexus SUVs across rugged terrain. Guests will also have the opportunity to take the vehicles to the ultimate test on a 5 km off-road track across the Sealine dunes.

Ennat Toyota will remain open to the public until 31 January 2026, operating every Thursday from 11 AM to 11 PM, Friday from 12 PM to 12 AM, and Saturday from 11 AM to 11 PM. Visitors aged 18 and above with a valid QID and driver's license are welcome to participate in Ennat Toyota.