



MERCEDES-BENZ
BRAND CENTER - DUBAI

The Mercedes-Benz Brand Center Program Guide


Fall 2025





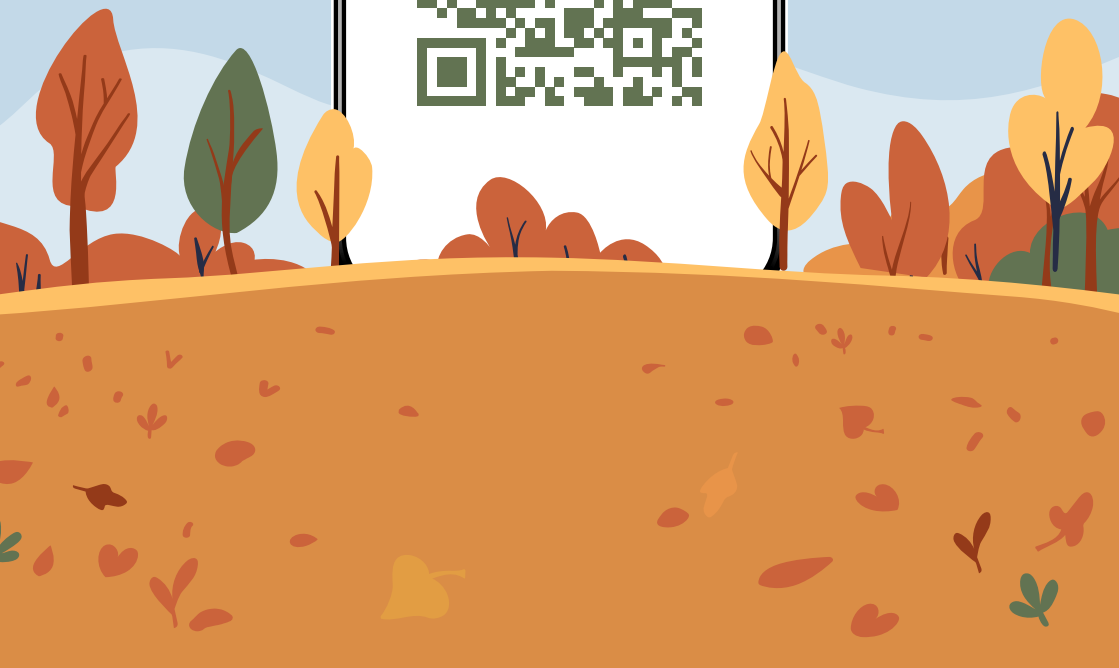
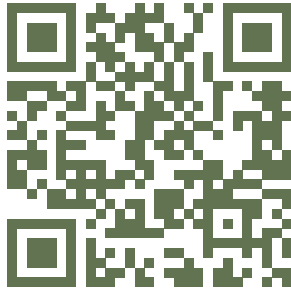
This program was last updated on October 1st, 2025.
Event dates, timings, and participants are subject to change.
Pictures are for illustration purposes only.





Stay updated with the
latest activations and
RSVP online to our
program of events

Scan Here to
Learn More.



Program Guide

Fall 2025



01 ^{W E D}
OCT
— TO —

31 ^{F R I}
OCT

The Exclusive Bösendorfer Piano Experience

Discover the art of craftsmanship with the Bösendorfer Camelia Piano at the Mercedes-Benz Brand Center. Only 18 exist worldwide, and the only one in the GCC is exclusively on display at the Brand Center for one month.



All day

Every
Thursday
in October

“Your Key to the Keys” Open Mic for Talents



Every Thursday, talented pianists from across the city are invited to perform on this state-of-the-art piano. This is your chance to showcase your talent. To express your interest, please contact us at info@mbbc.ae.

12:00 - 13:00

01 ^{W E D}
OCT
— TO —

12 ^{S U N}
OCT

The G.O.A.T. Pop-up

The greatest in burgers & cars, finally meat. Prepare for 12 days of a unique pop-up. The legendary G.O.A.T. Burger is bringing an exclusive menu to life in the one-of-a-kind backdrop of the Mercedes-Benz Brand Center.



12:00 - 23:00

01 ^{W E D}
OCT
— TO —

31 ^{F R I}
OCT

Augmented Roads Art Exhibition by Gorkem Tekdal



Experience Gorkem Tekdal's interactive artworks, inspired by Mercedes-Benz vehicles and brought to life through augmented reality at the Brand Center. “Augmented Roads” reimagines the canvas and introduces a bold new art movement.

All day

Program Guide

Fall 2025



01 OCT
WEDNESDAY

International Coffee Day at AMG Kaffeehaus

Join us in celebrating International Coffee Day. From breakfast to lunch and dinner, it's all about coffee from around the world.

Enjoy a curated coffee experience that takes you on a journey through Colombia, Ethiopia, Brazil, and Nicaragua all in one place.



All day

03 OCT
FRIDAY

“Let’s Stand Up” It’s World Smile Day



Join us for the first stand-up comedy night at the Car Wall celebrating World Smile Day.

Enjoy performances from some of the city’s most talented comedians and share smile with us.

20:30

04 OCT
SATURDAY

F&B Workshop: Kids Love Sliders

In collaboration with G.O.A.T. Burgers, join us for a fun-filled kids’ workshop where little ones can create their very own mini sliders.

Bring your young chefs for a delightful hands-on culinary experience.



10:30 - 12:00

04 OCT
SATURDAY

Augmented Roads Art Exhibition Opening Night by Gorkem Tekdal



Art lovers are invited to the opening night of Turkish artist Gorkem Tekdal’s exhibition. His interactive works, inspired by Mercedes-Benz, blend AI, music, and video to create a unique format that reimagines the traditional canvas and brings a fresh digital dimension to the art scene.

17:00 - 19:00

Program Guide

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05 OCT
SUNDAY

Formula 1 - Singapore GP

Experience the thrill of Formula 1 with a live screening of the Singapore GP.

Join us at the Mercedes-Benz Brand Center for an unforgettable race-day atmosphere and a true high-performance experience.

16:00

Screening



07 TUE
OCT
— TO —

IWC Watch Making Class



IWC's exclusive masterclass offers a rare opportunity to explore the art of watchmaking. Participants will disassemble and reassemble a watch movement under the guidance of a master watchmaker.

08 WED
OCT

Private Event

09 OCT
THURSDAY

Gran Turismo PlayStation Tournament

Join us for the Gran Turismo PlayStation Tournament, a one on one knockout competition for players aged 12 and above.

Race head to head in thrilling matches and put your driving skills to the test on our massive 6m x 3m screen.

19:00 - 22:00



16 OCT
THURSDAY

AMG Kaffeehaus Celebrates World Food Day Mochi Ice Cream is on us



Calling all food lovers to join us for a special lunch in celebration of World Food Day.

Our partner M'OISHI will be serving delicious mochis for dessert to mark the occasion. We recommend booking your lunch spot in advance.

11:00 - 14:00

Program Guide

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18 OCT
SATURDAY

Kids Workshop Halloween is Coming!

Celebrate the spirit of Halloween with us. Embrace the spooky season with friends and let your creativity shine in a vibrant atmosphere filled with unique Halloween activities.



10:00 - 12:00

19 OCT
SUNDAY

Formula 1 - United States GP



Get ready for the thrill of the F1 United States Grand Prix. Join us for a live screening of the race from the iconic Circuit of the Americas in Austin.

23:00

Screening

25 OCT
SATURDAY

The AMG Fan Club Breakfast Meet-Up

Kickstart your day with the AMG Meet Up. Join us for breakfast and savor the signature flavors of the AMG Kaffeehaus. Connect with fellow AMG enthusiasts and enjoy a morning of great food, great company, and incredible cars.



9:30 - 11:00

26 OCT
SUNDAY

We All Love Frank Sinatra A Musical Tribute to the Voice



Ryan Gibb, a beloved local figure and talented pianist, joins Californian saxophonist Matt West to celebrate Frank Sinatra's legendary songs.

Join us for a special evening of music in our courtyard where you can enjoy the company of friends along with food and drinks from AMG Kaffeehaus.

17:00

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26 OCT
SUNDAY

Real Madrid
VS
Barcelona

Join us for El Clásico, the most anticipated game of the year in Spain. Real Madrid and Barcelona fans are invited to cheer for their teams and witness football history in the making. Watch the world's best players create unforgettable moments.



19:15

Screening

26 OCT
SUNDAY

Formula 1 -
Mexico GP



Experience the thrill of Formula 1 with a live screening of the Mexico GP.

Join us at the Mercedes-Benz Brand Center for an unforgettable race-day atmosphere and a true high-performance experience.

23:50

Screening

28 OCT
TUESDAY

Mille Miglia
Experience UAE
Talk “Under the Hood”

Take an in-depth look into story of the 1000 Miglia Experience UAE, exploring its heritage, iconic moments and the timeless spirit that defines this world-class event.



19:00

01 SAT
NOV
— TO —
30 SUN
NOV

Let's be Fit and
Healthy



Join us every day at the Mercedes-Benz Brand Center this November as we turn the place as one of the very few Official Fitness Hub in the city with 30 days of activities that will keep you entertained, fit and healthy.

Fitness Hub 2025



MERCEDES-BENZ
BRAND CENTER - DUBAI



**FITNESS
HUB**



Supported by

**Cosmic
Doctor™**

Fitness Highlights

Fitness Hub 2025



01^{SAT} NOV TO 30^{SUN} NOV

All day



The AMG KaffeeHaus 30x30 Fitness Menu

During the Dubai Fitness Challenge, AMG Kaffeehaus will keep you fueled and ready to achieve your fitness goals. Enjoy 30% off the Fitness Menu throughout the 30 days of the challenge.

01^{SAT} NOV

10:30



Breakfast Talk: Inspiring Lifestyle Change

Let the Challenge begin! Join us for an engaging talk with fitness and wellness experts as they share valuable insights to boost your health and make the most of the 30 days of the Dubai Fitness Challenge.

15^{SAT} NOV

10:30



“Make Health Easy” A Lifestyle Talk by Cosmic Doctor

A conversation on how small lifestyle shifts can lead to transformative results. This talk explores accessible, science-backed changes that create real impact on energy, longevity, and overall well-being. Featuring insights from Dubai’s leading health voices, the session will uncover practical hacks that deliver results you can feel—fast.

30^{SUN} NOV

10:30



The Closing Fitness Challenge Talk

Join us with fitness coach and health experts to discuss after 30 days of activities at the Mercedes-Benz Brand Center how to keep the momentum all year long in order to stay fit and healthy.

Weekly Program

Fitness Hub 2025



<p>EVERY MONDAY</p>	<p>EVERY TUESDAY</p>	<p>EVERY WEDNESDAY</p>
<p>8:00 AM</p>	<p>6:30 AM</p>	<p>8:00 AM</p>
<h2>Morning Yoga on the Rooftop</h2> <p>Rise and shine at the Mercedes-Benz Brand Center with a morning yoga session that enhances flexibility, balances the mind, and promotes relaxation. A beautiful way to boost your wellness and start the week refreshed.</p>	<h2>Community Run by the Creek</h2> <p>Lace up and join a friendly group run by the Creek that boosts your heart health, builds consistency, and lifts your mood. Choose between a 2.5 km or 5 km run and enjoy the journey with your community.</p>	<h2>Morning Pilates on the Rooftop</h2> <p>Start your morning with Pilates on our rooftop, surrounded by stunning city views. Enhance mindfulness, strengthen your body, and nurture your mind on this transformative journey.</p>
<p>EVERY THURSDAY</p>	<p>EVERY FRIDAY</p>	
<p>8:00 AM</p>	<p>9:00 AM onwards</p>	
<h2>Meditation on the Hills</h2> <p>Discover meditation sessions with serene views of the Creek from the hills of the Mercedes-Benz Off-Road Experience Center. Reconnect with your mind and body in a peaceful setting.</p>	<h2>Table Tennis at the Car Wall</h2> <p>Dive into the world of table tennis. It's Friday, it's fun and science says playing racket sports can help you live longer. Bring your family and friends to join in and play, the perfect way to boost focus and mobility.</p>	

Family Program

Fitness Hub 2025



01 ^{SAT}
NOV

10:00



Family Yoga on the Rooftop

Bond with your loved ones through fun and engaging yoga sessions designed for families. Enhance flexibility, build strength and promote mindfulness. Perfect for families seeking a healthy and enjoyable activity together.

08 ^{SAT}
NOV

10:00



Body Weight Cardio in the Courtyard

A 30 min session that will boost the family for the day. No weight are required for the session only the dynamism of your body will be engaged through multiple movement exercises.

Let's have family fun.

15 ^{SAT}
NOV

10:00



Family Run by the Creek

Introduce your child to the joy of running and endurance through a peaceful run by the lovely decor of the Creek.

2,5 km or 5 km journeys designed for all levels!

22 ^{SAT}
NOV

10:00



Fitness Balance in the Garden

Experience a family session focused on improving body balance through fun activities. Learn techniques to enhance coordination and integrate these practices into daily life, promoting physical health and concentration.

29 ^{SAT}
NOV

10:00



Fencing at the Car Wall

We invite fencing enthusiasts to the Brand Center to experience the thrill and precision of live demonstrations in a truly unique setting.

Sunday Program

Fitness Hub 2025



02 SUN
NOV

10:00



Let's Play Tennis

Where else can you play tennis, surrounded by the most unique collection of Mercedes-Benz cars?

Game, set, and match. It's Sunday Fun Day.

09 SUN
NOV

10:00



Let's Play Soccer Tennis

Join a fun session of soccer tennis to boost your fitness while having a great time.

Whether you're a beginner or experienced player, it's the perfect way to stay active and connect with others.

16 SUN
NOV

10:00



Let's Play Pickleball

Enjoy a game of pickleball that offers light cardio, muscle toning, improved balance, and plenty of social interaction.

23 SUN
NOV

10:00



Let's Play 3-on-3 Basketball

Calling all Dubai basketball lovers. It's time for exciting 3-on-3 games at our unique Car Wall set-up.

Bring your energy and intensity, form your team, and register online.

30 SUN
NOV

10:00



Let's Play Badminton

Swing your way to fun and fitness in the unique decor of The Car Wall.

Badminton sessions on the field promised to be fun and lively.

Program Guide

Fall 2025



01 SAT
NOV
— & —

02 SUN
NOV

Moonlight Drives Off-Road Family Adventures

For two night only, our off-road track is open for a special moonlight drive under the stars. Join us for an illuminated experience accompanied with family-friendly activities for the kids.

17:00 - 22:00



01 SAT
NOV
— TO —

30 SUN
NOV

Timeless Journeys An Art Exhibition by Nidal Kaddour



“Timeless Journeys” invites you into a world where rhythm and architecture come alive on canvas.

Each painting becomes a path to discover, with lines that dance like music and colors that stir emotion.

All day

04 TUE
NOV
— TO —

09 SUN
NOV

Design Week A Carpet Pop-Up by Art De Vivre

Join us to discover the art of modern carpet design in a pop-up with Art de Vivre, featuring a uniquely crafted piece that blends contemporary style with the timeless elegance of a Mercedes-Benz classic car.

All day



08 NOV
SATURDAY

We All Love Michael Jackson A Musical Tribute to the King of Pop



Abri, a pioneer of Dubai’s music scene, joins Nikolai Mishchenko, a talented Berklee graduate pianist, to take us on a journey through the legendary repertoire of the King of Pop in a special curated tribute.

21:00

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09 NOV
SUNDAY

Formula 1 - Brazil GP

Experience the thrill of Formula 1 with a live screening of the Brazil GP.

Join us at the Mercedes-Benz Brand Center for an unforgettable race-day atmosphere and a true high-performance experience.

21:00

Screening



14 NOV
FRIDAY

Shift to the Future AI Masterclass with Microsoft



Join us for an exclusive AI Masterclass featuring a presentation by a Microsoft AI specialist. Expand your knowledge of artificial intelligence and connect with fellow enthusiasts at this inspiring event. The future starts now.

12:00 - 13:00

22 SAT
NOV
&

Icons are Going Off-Road

Join us this week-end for an iconic G-Wagon experience at our off-road experience center.

23 SUN
NOV

Be ready for memorable experiences right in the middle of the city.

11:00 - 22:00



23 NOV
SUNDAY

Formula 1 - Las Vegas GP



Experience the glitz and glamour of the F1 Las Vegas Grand Prix!

Join us for a live viewing of the race on the iconic streets of Las Vegas. Feel the excitement of F1 while enjoying a delightful breakfast from the AMG Kaffeehaus!

8:00

Screening

Program Guide

Fall 2025



29 NOV
SATURDAY

Mille Miglia UAE Warm-Up Dinner

An Exclusive Evening Celebration

Private event

The Mercedes-Benz Brand Center is hosting an exclusive private gathering for Mille Miglia drivers.

Enjoy a warm-up dinner surrounded by a curated selection of classic cars from around the globe before embarking on a journey through the UAE's stunning landscapes.



30 NOV
SUNDAY

Formula 1 - Qatar GP

19:00

Screening



Feel the thrill of the F1 Qatar Grand Prix! Join us for a live viewing of the race at the iconic Losail Circuit.

Experience the speed and excitement of F1 under the desert night sky!

01 MON
DEC
— TO —

Discover Modern Art Carpets

31 WED
DEC

An Exhibition by Art de Vivre

All day

Join us for a unique Carpet Exhibition, where carpets are displayed on the walls and transformed into striking works of art and design.



02 DEC
TUESDAY

UAE National Day

All day



Join us as we celebrate the 54th anniversary of the UAE.

Explore your creative side in an art workshop that honors the spirit of the nation, while enjoying cultural flavors and stunning images of Dubai and the UAE.

Program Guide

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07 DEC
SUNDAY

Race Day Starts Off-Road The Exclusive F1 Warm-up

Start your Grand Prix Sunday with adrenaline. Join us at the Mercedes-Benz Off-Road Experience Center for a special pre-race warm-up. Book your exclusive off-road drive and explore our SUV line-up in action.

10:00 - 17:00



07 DEC
SUNDAY

Formula 1 - Abu Dhabi GP



Wrap up the season with the F1 Abu Dhabi Grand Prix! Join us for an unforgettable live viewing of the race as it happens at Yas Marina Circuit.

17:00

Screening

Experience the thrilling drama of the F1 season finale right here with us.

10 DEC
WEDNESDAY

Star Talents: Season 1 It's Showtime

Join us for the grand finale of Star Talents, featuring the selected candidates from our June auditions and showcasing Dubai's emerging talents in music, dance, and acting.

Celebrate creativity and passion in an unforgettable evening filled with energy and inspiration.

20:00



11 DEC
THURSDAY

Celebrate the Most Wonderful Time of the Year A Musical Tribute



Join us for a musical tribute to festive season classics. Perfect for families and guests of all ages, this enchanting evening promises memorable moments to celebrate the most wonderful time of the year with some delightful F&B specials to enjoy.

20:00

Program Guide

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12^{FRI}
DEC
— TO —

14^{SUN}
DEC

Roll the Dice at the Backgammon Tournament

A thrilling three-day Backgammon tournament takes place in the heart of Town Square, organized by Mindskillz.

Players are ready to roll the dice and showcase their skills in the art of Backgammon.



Private event

16^{DEC}
TUESDAY

Star Talks: Live Podcast Recording - Episode 3



We're back with Episode 3 of Star Talks! Be part of the live recording as we dive into inspiring conversations with a guest who's shaping the future of the city.

10:00

17^{DEC}
WEDNESDAY

Kids Workshop Discover the Art of Gingerbread Making

Join us for a fun-filled session where kids will learn to bake their own gingerbread cookies.

This hands-on experience will spark creativity, inspire young bakers, and fill the air with the delightful aroma of the season.



10:00 - 11:00

18^{DEC}
THURSDAY

Festive Flower Arrangement Masterclass by Bloomingbox



Celebrate the season with Bloomingbox in an outdoor workshop where you'll learn the art of floral arrangement under expert guidance. All materials are provided, and you'll take home your own unique creation to enjoy or gift.

10:00 - 12:00

Program Guide

Winter 2026



WATCH OUT FOR THE MAIN HIGHLIGHTS OF THE JANUARY PROGRAM

WEDNESDAY

07 January

The Guitar Exhibition

SATURDAY

10 January

F&B Workshop
“Sushi Masterclass”

SUNDAY

11 January

Perfume Making Workshop

WEDNESDAY

14 January

Pilates on the Rooftop

THURSDAY

15 January

Social Community Run

FRIDAY

16 January

A Musical Tribute to Queen

SATURDAY

17 January

Instagram Masterclass

SUNDAY

18 January

TED Talks for Kids

WEDNESDAY

21 January

Yoga on the Rooftop

FRIDAY

23 January

PlayStation Tournament

SATURDAY

24 January

International Day of Education
- Special Talk

SATURDAY

31 January

Pancake Making Workshop

Mercedes-Benz

OFF-ROAD EXPERIENCE CENTER





Scan here and book your
ultimate adventure.

The Mercedes-Benz Brand Center is a one-of-a-kind destination that brings together people from all walks of life. An embodiment of luxury and innovation, this state-of-the-art facility offers immersive experiences that are unmatched anywhere in the world.

Our Fall Program Guide is designed to inspire and engage with every visit. From art exhibitions and F&B workshops to sports activations, music, and automotive showcases, this season's lineup promises something exceptional for every interest.

