

Al-Rabiya launches new e-commerce store, replacing quote-based ordering with direct online purchasing across the UAE

The new store gives automotive professionals across the UAE and the Middle East direct access to more than 300 products from over 11 leading automotive brands.



AL-RABIYA
auto accessories tr.

Dubai, United Arab Emirates Sep 9, 2026 ([IssueWire.com](https://www.IssueWire.com)) - [Al-Rabiya Auto Accessories](#), a leading distributor of automotive care, detailing, and paint protection solutions in the UAE and Middle East, today announced the launch of its new e-commerce store, replacing its traditional quotation-based purchasing model with a direct online buying experience for automotive professionals.

Previously, customers had to submit an inquiry and wait for a response before completing a purchase. That process has now been replaced with a direct-sell experience, built directly into Al-Rabiya's existing website rather than a separate platform, so customers can move from product research and technical resources straight to checkout.

The Al-Rabiya new e-commerce store provides access to more than 300 products across five core categories, including paint protection film (PPF), window films, ceramic coatings, detailing products, and detailing accessories, from over 11 international brands such as Onyx Coating, Luminous, Polytop, and Quatro Pro.

Built for one connected experience, not a separate storefront

Al-Rabiya chose to integrate the new store directly into its existing website rather than launch it as a standalone platform, a decision the company says was deliberate.

"We didn't want to create a separate experience that pulled customers away from the resources they already rely on," said Abedalrahman Alwaqfi, Sales Manager at Al-Rabiya Auto Accessories. "By integrating e-commerce directly into our website, customers can research products, access technical resources, and complete purchases without switching platforms or waiting on a quote."

The launch is part of Al-Rabiya's broader digital transformation strategy, aimed at giving automotive professionals faster access to products and support while keeping the technical guidance the company is known for.

The shift goes beyond adding a transactional feature to the website and reflects how the company wants to support customers across every stage of their purchasing journey.

"This isn't just about adding a shopping cart to our website," Alwaqfi added. "It's about making sure that however a customer wants to engage with us, whether that's requesting a sample, downloading a catalog, or placing an order, they can do it without compromising on the service and reliability they already expect from us."

What the new store offers to car care professionals

- Direct online purchasing with secure payment, replacing the previous quote-and-wait process
- Real-time product information, pricing, and reviews to support faster purchasing decisions
- Exclusive promotions and discounts planned for online customers
- Continued access to free samples, catalogs, and technical resources on the same website
- An updated site layout, redesigned with clearer product categorization, streamlined navigation, and a faster checkout flow built for a smoother browsing and purchasing experience

This gives installers, detailers, workshops, and distributors a faster way to order ceramic coatings, PPF, window films, and detailing products without the delays associated with traditional quote-based purchasing.

About Al-Rabiya Auto Accessories

[Al-Rabiya Auto Accessories is a leading distributor of automotive care, detailing, and paint protection solutions](#) in the UAE and the Middle East. The company represents a portfolio of globally recognized brands, providing automotive professionals with access to ceramic coatings, paint protection films

(PPF), window films, detailing chemicals, and workshop solutions.

With a strong focus on quality, reliability, and industry expertise, [Al-Rabiya continues to support automotive businesses](#) across the region with innovative products, technical knowledge, and consistent supply.

Explore the New Store

Automotive professionals and businesses can now browse and purchase Al-Rabiya's full range of automotive care, detailing, and protection products online.

[Shop the Al-Rabiya E-Commerce Store](#) or [Request a Free Sample](#) Today

Browse our range of Paint Protection Films (PPF), Ceramic Coatings, Window Films, detailing products, and more, or request a free sample to experience the quality firsthand.

For more information, visit www.al-rabiya.com or contact info@al-rabiya.com.

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