A New Name, a New Era: Meet the Audi A5

* By retiring the iconic A4, Audi honours its legacy with the bold new A5, fusing design, performance, and technology to captivate drivers across the region.
* In the UAE, prices begin at AED 198,300 for the A5 35 TFSI advanced and AED 314,100 for the S5, inclusive of VAT, Service Plan, Roadside Assistance, and Registration.

**Dubai, UAE, 12 February 2024 – Audi Middle East proudly welcomes the new Audi A5 and S5 models to the region. Embodying sophisticated design, exhilarating performance, and cutting-edge technology, the Audi A5 lineup represents a bold evolution from the iconic A4 nameplate, which has been a pillar of Audi’s lineup since 1994.**

By introducing the A5, Audi builds upon the legacy of the A4 while showcasing a renewed focus on innovation and performance. The model retains the beloved fastback configuration, combining practicality with the compact luxury and sportiness that Middle Eastern drivers have come to expect.

**Performance That Thrills**

The new Audi A5 range offers potent yet efficient TFSI powertrains. The A5 Sedan 35 TFSI delivers 150 hp and 280 Nm of torque, reaching 100 km/h in 9.8 seconds with a top speed of 216 km/h. For those seeking a sportier edge, the A5 Sedan 40 TFSI produces 204 hp and 340 Nm of torque, allowing a 7.8-second sprint to 100 km/h and a top speed of 248 km/h. Both models come with front-wheel drive and a smooth 7-speed S tronic transmission, striking the perfect balance between energetic performance and daily usability.

Driving enthusiasts will find the S5 Sedan especially compelling, courtesy of its 3.0L V6 TFSI engine generating 367 hp and 550 Nm of torque, enabling a 0–100 km/h time of just 4.5 seconds. Alongside permanent quattro all-wheel drive, the S5 features torque vectoring and adaptive damping sports suspension for exceptional handling dynamics, ensuring drivers can confidently tackle both urban environments and open highways.

**A Striking Exterior Design**

Embodied in a sleek, athletic silhouette measuring 4.8 meters in length, 2.0 meters in width, and 1.4 meters in height, the Audi A5’s exterior captures attention from every angle. The signature Singleframe grille is complemented by sculpted lines that enhance aerodynamic efficiency, while Matrix LED headlights offer selectable light signatures for optimized visibility. At the rear, optional OLED taillights underscore Audi’s commitment to innovative lighting technology.

Thanks to a 2.8-meter wheelbase, the A5 also boasts well-balanced proportions, giving it a poised stance on the road. Whether cruising city streets or speeding along desert highways, the design exudes both elegance and practicality – qualities that have long defined Audi’s aesthetic.

**A Driver-Focused Interior**

Inside, the A5 showcases Audi’s newest interior language, anchored by a large curved digital display housing three key screens. Drivers benefit from an 11.5-inch Audi Virtual Cockpit, while a 14.5-inch MMI touch display offers intuitive access to infotainment and vehicle settings. Front-seat passengers enjoy an additional 10.9-inch screen with dynamic privacy mode, helping to minimize distractions for the driver.

High-quality materials ensure premium comfort, while ample legroom and headroom make longer journeys especially enjoyable. The 445-liter trunk (expandable to 1,299 liters with the rear seats folded) provides versatile cargo space. For audiophiles, a Bang & Olufsen 3D Sound System– standard in the S5– adds immersive audio, amplified by the optional speakers integrated into the seat headrests.

**Availability & Pricing**The all-new Audi A5 range is now available for pre-order across the Middle East, with showroom arrivals beginning during Ramadan 2025\*. At launch, the lineup includes the A5 Sedan 35 TFSI (150 hp), A5 Sedan 40 TFSI (204 hp), and S5 Sedan V6 TFSI (367 hp). Future variants – A5 Sedan 45 TFSI quattro (272 hp) and RS 5 performance V6 PHEV (exceeding 580 hp) – are set to arrive in early 2026. In the UAE, prices begin at AED 198,300 for the A5 35 TFSI advanced and AED 314,100 for the S5, inclusive of VAT, Service Plan, Roadside Assistance, and Registration.

*\*Availability and timing may vary by market, including Jordan and Lebanon.*

**For more information, please contact your local dealer or visit** [**www.audi-me.com**](http://www.audi-me.com)

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