**Audi's All-New Q6 e-tron Takes Centre Stage in Iconic Regional Reveal**

* **Unveiled simultaneously across five Middle Eastern markets, the Audi Q6 e-tron sets the stage for over 20 new model launches by the end of 2025**

**DUBAI, UNITED ARAB EMIRATES (14 October 2024) — Audi Middle East unveiled its all-new electric masterpiece, the Audi Q6 e-tron, in a stunning regional showcase at the** **Ritz Carlton Abu Dhabi, with a backdrop of the** **Sheikh Zayed Grand Mosque, 7 by Richard Serra at the Museum of Islamic Art Park in Doha, Dubai’s Museum of the Future, House of Wisdom in Sharjah, and Al Mouj complex in Muscat. Beyond a product launch, Audi’s latest electric SUV marks the beginning of a new era for the four rings, taking a bold leap into the future of sustainable luxury and advanced mobility.**

As the white cover slipped away, the Audi Q6 e-tron made a powerful statement, heralding the start of the brand’s largest model offensive in its history. With its sleek, modern exterior and spacious, intuitive interior, the Q6 e-tron redefines the brand’s vision of luxury and innovation.

The Q6 e-tron also introduces world-first innovations like customisable digital light signatures and “awareness” OLED rear lights, enhancing both style and safety. Inside, the brand new "Digital Stage" elevates the overall experience, seamlessly blending advanced digital interfaces with Audi’s signature attention to detail.

With a range of up to 625 km on a single charge (according to WLTP) and an 800-volt system that charges up to 80% in just 21 minutes, the Q6 e-tron is engineered to meet the fast-paced lifestyles of the region. A quick 10-minute charge can restore up to 260 km of range. Audi’s expanding charging infrastructure across the Middle East makes electric driving more accessible than ever.

The future of mobility has never been more exciting and the Audi Q6 e-tron is leading the way. Available in showrooms in the first quarter of 2025, the Q6 e-tron sets a new benchmark in advanced technology and sustainable performance, defining the next chapter of electric mobility.

* **For more information, please visit** [**www.audi-me.com/Q6**](http://www.audi-me.com/Q6)**.**

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| The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 21 locations in 12 countries. In 2023, the Audi Group delivered 1.86 million Audi vehicles, 13,560 Bentley vehicles, 10,112 Lamborghini vehicles, and 58,224 Ducati motorcycles to customers. In the 2023 fiscal year, AUDI Group achieved a total revenue of €69.9 billion and an operating profit of €6.3 billion.  AUDI AG’s commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005, Audi Middle East, which covers Bahrain, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia and the UAE. Audi Middle East is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility. Find out more about our models and our future-forward strategy for a sustainable future at [www.audi-me.com](http://www.audi-me.com/) and [news.audimiddleeast.com](https://news.audimiddleeast.com/en/). |