All-new Audi Q5 Regional Premiere: 2,300 Kilometres. Two Countries. One Defining Drive.

* The all-new Q5 tackled over 2,000km across Saudi Arabia and the UAE – proving its performance across six cities and real terrain.
* The Q5 enters the market with upgraded tech, refined design.
* Audi offered a first look at the all-new Q3 – revealing what’s next in the brand’s product offensive for the region.

Dubai, UAE, 22 September 2025 – Audi marked the arrival of the all-new Q5 in the Middle East with a regional premiere across Saudi Arabia and the UAE – one of the region’s most ambitious cross-border drives. 2,300 kilometres across both countries the five-day journey brought the Q5 to life on real roads, through real terrain, and in the company of over a dozen regional tastemakers who captured the experience in real time.

The convoy began in AlUla on 15 September and carved a path across the Kingdom of Saudi Arabia before concluding in Dubai on 19 September. Each stop offered new conditions – from desert heat and open highways to city streets and coastal curves – testing the Q5 across every element the region had to offer.

“The Middle East is a region that moves – fast, far, and with intent. This journey was built to reflect that,” said Rene Koneberg, Managing Director of Audi Middle East. “From AlUla to Dubai, the Q5 delivered with precision and confidence, proving its place in a landscape defined by momentum, diversity, and ambition.

“Covering 2,300 kilometres in just a few days gave us the chance to experience the Q5 in every condition the Middle East has to offer,” added Elmir Arnautovic, Marketing and Communications Director at Audi Middle East. “From high-speed highways to winding desert roads, the car felt composed, responsive, and ready for anything, exactly what drivers here demand. Sharing this journey with our media guests and friends of the brand made it even more meaningful, as their passion and perspectives help bring our story to life.”

**Built for the Region. Driven to Prove It.**

Built for versatility, the third-generation Q5 features enhanced mild hybrid technology, an all-digital cockpit, and upgraded driver assistance systems. But this was no static launch. With temperatures climbing past 45°C and no vehicles transported by freight, the model was experienced entirely in motion – from border crossings to remote refuelling stops, from mountain bends to city arrivals.

Each stop on the route offered a fresh perspective reflecting how the Q5 is ideal for the Middle East. From AlUla’s winding paths to Dubai’s expressways, the drive revealed how the car adapts to real terrain while reflecting the pace and identity of each city. It was a journey shaped as much by context as capability – showing how people move across the Middle East, and what they expect from modern mobility.

**A Glimpse into What’s Next**

During the final stop on Sir Bani Yas Island, Audi previewed the all-new Audi Q3 to guests – offering an exclusive first look at the compact SUV ahead of its Middle East launch in 2026. Carrying the same design principles and digital focus as the Q5, the Audi Q3 will form part of Audi’s most extensive product offensive to date, marking a clear shift toward versatility, performance and connected technology across the portfolio. The model is expected to be revealed across the region in quarter one of 2026.

Over five days, the journey covered six cities, 2,300 kilometres, and countless stories – with eight Q5s driving every kilometre and no transport trucks in sight. This was a launch built around relevance – and a demonstration of how the Q5 continues to meet the pace, diversity and expectations of the Middle East.

* To explore the all-new Q5, visit [Audi-me.com/Q5](http://www.Audi-me.com/Q5).

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