**Audi Accelerates Into 2025 With a Bold New RS Line-Up**

* **Three new RS performance models unveiled during the Michelin 24H DUBAI 2025.**
* **In GCC countries, the RS 3 models are available for orders now from USD 69,946\*, the RS Q8 range from USD 169,007\*, and the RS e-tron GT models from USD 190,000\*.**

**DUBAI, UNITED ARAB EMIRATES (10 January 2025)** — Audi has kicked off its 2025 campaign with a bang, debuting three new RS models at the iconic Michelin 24H DUBAI 2025 at Dubai Autodrome. Combining Audi’s motorsport legacy with advanced innovation, the new the RS 3, RS Q8 performance, and RS e-tron GT performance models represent the pinnacle of engineering and design. Catering to both performance enthusiasts and those seeking luxury, these models reinforce Audi’s reputation for excellence across the Middle East.

**A Versatile Line-Up with New Variants for Every Driver**

Building on its legacy of Vorsprung durch Technik, Audi’s RS performance line-up represents a bold step forward in performance and innovation. Continuing its product offensive, Audi begins 2025 with the introduction of the RS 3, RS Q8 performance, and RS e-tron GT performance—each offering precision engineering, striking design, and unmatched performance. Whether it’s the compact agility of the RS 3, the commanding SUV presence of the RS Q8 performance, or the electrified luxury of the RS e-tron GT performance, these models set a new standard for automotive excellence.

**Audi RS 3: Performance Meets Versatility**

The RS 3 has been reimagined with a striking facelift, combining refreshed aesthetics with cutting-edge technology. At its heart lies Audi’s 2.5-litre five-cylinder TFSI engine, delivering an exhilarating 400 horsepower and best-in-class acceleration of 0 to 100 km/h in just 3.8 seconds. The RS Torque Splitter dynamically distributes power between the rear wheels, enhancing agility and precision during spirited cornering, while a dedicated drift mode underscores the car’s playful character on closed tracks.

Visual updates include a redesigned honeycomb grille, re-sculpted bumpers, bold air intakes, and updated LED light signatures. Drivers can now choose from new exterior colours and opt for performance wheels for added road presence. Inside, new RS bucket seats offer superior support in spirited driving, while carbon fibre accents and customisable ambient lighting provide a motorsport-inspired atmosphere. Combined with Audi’s MMI infotainment system, the RS 3 delivers an immersive driving experience tailored to modern performance enthusiasts.

**Audi RS Q8 performance: The Ultimate SUV**

The RS Q8 performance represents the pinnacle of Audi’s combustion-engine SUVs, blending unrelenting power with everyday practicality. The 4.0-litre V8 biturbo engine, paired with mild-hybrid technology, produces a formidable 640 horsepower and 850 Nm of torque, launching the SUV from 0 to 100 km/h in just 3.6 seconds. Enhancements to the turbochargers and increased boost pressure elevate the performance of the RS Q8 to new heights, making it Audi’s most powerful SUV.

The exterior features a refreshed design, including a more aggressive front fascia, redesigned air intakes, and enhanced rear diffusers. Exclusive lightweight 23-inch wheels—available in matte black or titanium finishes—contribute to the vehicle’s athletic stance while improving overall efficiency. Inside, the cabin features RS-specific elements such as perforated Valcona leather seats with contrast stitching, a driver-centric digital cockpit, and a state-of-the-art Bang & Olufsen sound system. Whether navigating city streets or open highways, the RS Q8 performance offers unparalleled luxury with uncompromising strength.

**Audi RS e-tron GT performance: Leading the Electric Revolution**

Audi’s electric flagship, the RS e-tron GT performance, sets new benchmarks for sustainable luxury and thrilling performance. Its dual-motor setup delivers up to 925 horsepower in boost mode (when using Launch Control), launching the car from 0–100 km/h in a breathtaking 2.5 seconds. The battery capacity now stands at 105 kWh (gross), and—thanks to the advanced 800-volt electrical architecture—this allows ultra-fast DC charging of up to 320 kW. As a result, the battery can be replenished from 10% to 80% in just 18 minutes, extending the car’s range to as much as 592 kilometres (WLTP).

Aerodynamic enhancements, including an adaptive rear spoiler and underbody airflow optimisation, ensure efficiency without compromising the RS e-tron GT’s striking silhouette. A new active air suspension adapts to driving conditions in real time, providing a refined balance between comfort and dynamic handling. Inside, an optional sunroof with transparency control lets occupants tailor the amount of natural light, while a new steering wheel with satellite buttons places key functions within easy reach. An expansive digital cockpit and premium materials complete the interior, showcasing Audi’s commitment to innovation and craftsmanship. The RS e-tron GT performance embodies Audi’s vision for sustainable mobility without sacrificing driving thrills.

**Engineering Excellence**

With its latest RS line-up, Audi reaffirms its dedication to innovation and craftsmanship. Designed to meet the unique demands of the region, these models offer unparalleled performance, luxury, and sustainability. Audi invites drivers to explore these exceptional vehicles and experience the future of automotive excellence.

**Audi Middle East's Managing Director Rene Koneberg comments: “**As part of our largest product offensive to date, we’re beginning the new year with a bold statement. Our RS performance line-up exemplifies Audi’s relentless pursuit of excellence. By seamlessly blending high performance, innovative design, and smart technology, we are delivering vehicles that not only meet but exceed the expectations of our customers. The unveiling at the Dubai 24-hour race highlights our unwavering commitment to the region and its passion for automotive excellence.”

**Pricing and Availability**

The Audi RS 3, RS Q8 performance and RS e-tron GT performance will be available in showrooms across the region starting mid-January 2025.

*In GCC countries:*

* The RS 3 is available for orders now, starting from USD 69,946\*.
* The RS Q8 performance starts from USD 169,007\*.
* The RS e-tron GT performance is available from USD 190,000\*.

\*Prices exclude VAT, roadside assistance, registration fee and service package.

* **For more information on the Audi RS 3 models, please visit** [**https://audi-me.com/rs3**](https://url.uk.m.mimecastprotect.com/s/0CWCCj8lztjJ8VlSWflSmHT7S?domain=audi-me.com) **or contact your local dealer.**
* **For more information on the Audi RS Q8 models, please visit**[**https://audi-me.com/rsq8**](https://url.uk.m.mimecastprotect.com/s/ax4uCk7mATn09PYsVhjSGh4PF?domain=audi-me.com) **or contact your local dealer.**
* **For more information on the Audi RS e-tron GT models, please visit** [**https://audi-me.com/rs-e-tron-gt**](https://url.uk.m.mimecastprotect.com/s/cafdCl7nBToKxjOTyiYSzbPqy?domain=audi-me.com) **or contact your local dealer.**

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| [Ein Bild, das Text, ClipArt enthält.  Automatisch generierte Beschreibung](https://www.youtube.com/AudiMiddleEast) |  |

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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/). |