Audi Middle East Announces Strategic Partnership with CAFU

* Audi and CAFU revolutionize electric vehicle accessibility in the UAE with mobile charging solutions

**Dubai, United Arab Emirates, 31 October 2024 –** Audi Middle East has announced a significant partnership with CAFU, the region’s leading on-demand vehicle service provider, to drive the future of electric mobility in the UAE. This collaboration aims to address one of the key challenges in electric vehicle (EV) adoption—charging accessibility—by delivering a transformative mobile electric charging solution that removes barriers for EV ownership, making it easier for drivers to go electric without worrying about charging limitations.

The partnership was unveiled at GITEX Impact, where Audi and CAFU showcased their shared vision for sustainable and on-demand electric mobility. The collaboration aligns with Audi’s ongoing commitment to advancing sustainable transport solutions that enhance customer convenience, satisfaction, and accessibility.

**Rene Koneberg, Managing Director of Audi Middle East, commented:**

“At Audi, our focus is always on elevating the customer experience by integrating forward-thinking technologies and solutions. This partnership with CAFU reflects our ongoing commitment to overcoming the challenges that come with electric vehicle adoption, particularly around charging accessibility. By working together, we’re offering Audi e-tron owners in the UAE greater convenience and flexibility, making the transition to electric driving smoother and more enjoyable.”

**Alaa El-Huni, Chief Business Officer of CAFU, added:**

“We are excited to partner with Audi, a brand that shares our passion for innovation and sustainability. Our mobile EV charging service makes electric vehicle ownership more convenient, aligning perfectly with Audi’s vision of a future that’s defined by seamless, sustainable mobility.”

In addition to CAFU’s mobile charging solution, Audi Middle East, together with partners such as Siemens, Desert Technologies, and the UAE Ministry of Energy & Infrastructure, has supported the expansion of the regional charging network to over 100 stations, with plans to grow this number to 155 by the end of 2024. This robust infrastructure reflects Audi’s dedication to supporting the rising demand for electric vehicles across the region.

Audi’s partnership with CAFU further strengthens this charging infrastructure by offering CAFU’s on-demand mobile charging solution, which seamlessly integrates into the everyday lives of Audi e-tron drivers. Customers can now charge their vehicles at their convenience, whether at home, work, or any chosen location, transforming the electric vehicle experience into one of unmatched flexibility and ease.

With the launch of the Audi Q6 e-tron, Audi continues to set new benchmarks in electric mobility. Strategic partnerships such as this one with CAFU reflect Audi’s forward-looking approach to creating a future where electric driving is not only the standard but also a premium, worry-free experience tailored to the needs of its discerning customers.

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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/). |