**Audi Powers 24H Dubai with Top Tier Hospitality and New RS Performance Models**

* **Audi** **pioneers premium trackside experiences with the debut of the Hill Cabin viewing deck at the Dubai Autodrome.**
* **Three new RS performance models unveiled and now available for order in GCC countries: the RS 3 models 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 (16 January 2025)** — Audi took centre stage at the Michelin 24H Dubai, the prestigious 24H Series opener held from 11–12 January 2025 as part of the Dubai Autodrome’s 20th anniversary celebrations. Audi demonstrated its dedication to creating exceptional customer experiences while celebrating the thrill of endurance racing.

Debuting at the Michelin 24H Dubai, Audi’s exclusive takeover of the Hill Cabin provided invited guests and loyal customers with commanding views of 80% of the circuit—an unprecedented vantage point for a brand activation in the region.

Alongside the racing action, Audi unveiled three new RS performance editions—now available for order in GCC countries. The Audi RS 3, RS Q8 performance, and RS e-tron GT performance, embody Audi’s relentless pursuit of progress, precision, and power, mirroring the endurance spirit on display at the track.

On the circuit, Audi continued to push boundaries with the Audi R8 LMS GT3 EVO II, part of the brand’s long-standing customer racing program. This cutting-edge machine underscores Audi’s dedication to offering private teams access to world-class racing technology and expertise.

Over 1,200 spectators and VIP guests joined Audi at the Hill Cabin and throughout the circuit, including notable VIPs and friends of the brand, levelling up the event’s prestige and reflecting Audi’s strong rapport with fans of the brand in the region.

By combining premium hospitality, exciting new RS models, and strong on-track performances, Audi highlighted the link between luxury and motorsport. From the Hill Cabin’s wide view to the thrill of the R8 LMS GT3 EVO II, it was a weekend defined by passion, precision, and performance.

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

* **For more information on the Michelin 24H Dubai race, please visit** [**https://24hseries.com**](https://24hseries.com/)
* **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/). |