**Driving the Future Together: Audi and Museum of the Future Renew Strategic Partnership**

* **Audi Middle East renews its strategic partnership with Dubai’s Museum of The Future, following three years of impactful collaboration.**
* **The partnership continues to drive mutual value through strategic alignment on sustainability, mobility, and future technologies.**
* **The all-new Audi A6 e-tron made its regional debut at the renewal signing, completing its journey from a 2023 showcase concept at the Museum to a full production model on the market today, symbolizing the evolution from concept to reality.**

**Dubai, UAE, 12 May 2025 –** Audi Middle East and the Museum of the Future have announced the renewal of their strategic partnership, extending the collaboration between them. The agreement was signed during a joint event at the museum, which also served as the official regional premiere of the all-new Audi A6 e-tron. The model was first revealed as a showcar at the Museum in 2023, and now returns as a fully realised production vehicle, bringing Audi’s vision from concept to reality. This marks a significant milestone in Audi’s electrification journey and a another step in reinforcing their commitment to reshaping the future of mobility solutions and innovation in the region.

**A Dynamic Partnership for the Future**

Since its inception on February 22, 2022, the partnership between Audi and the Museum of the Future has become a cornerstone of Audi’s regional strategy, providing a platform to engage future-focused audiences. Audi is one of many official strategic partners of the museum, reinforcing the depth and long-term significance of the collaboration. The museum’s mission to explore, enable, and inspire change through groundbreaking technologies aligns with Audi’s vision for mobility and innovation.

“Our collaboration with the Museum of the Future continues to be a catalyst for driving forward-thinking conversations around the mobility of tomorrow,~~”~~ said Rene Koneberg, Managing Director of Audi Middle East. “This partnership allows us to showcase Audi’s vision of the future, with the A6 e-tron leading the way as a fully realised production vehicle that embodies our commitment to sustainable, premium electric mobility”.

Over the past three years, the Museum of the Future has provided a dynamic and interactive stage for Audi to showcase its most visionary concepts - including the Audi Activesphere, Grandsphere, and Skysphere showcars - as well as the regional premiere of the Audi Q6 e-tron. In total, ten Audi show cars have been displayed and 21 EV chargers installed across the venue, underscoring the brand’s commitment to advancing design, technology, and sustainability in the mobility sector.

“Our continued partnership with Audi highlights the Museum of the Future’s commitment to championing transformative innovation and progress”, said Abdulaziz AlJaziri,Deputy CEO at Dubai Future Foundation (DFF). “Over the past three years, we’ve witnessed ideas evolve into real-world innovations like the Audi A6 e-tron. By bringing future-ready technologies from concept to reality within our walls, we are not only showcasing what’s next but are actively shaping it,” he added.

**Audi A6 e-tron: From Concept to Reality**

The Audi A6 e-tron made its debut as a concept vehicle inside the Museum of the Future in 2023, offering a glimpse into Audi’s electrified future. Today, the production model represents a significant step forward, with the A6 e-tron delivering up to 700 km of range, 270 kW fast-charging capabilities, and a sleek, dynamic design that redefines what’s possible in the premium electric vehicle segment.

Riding on Audi’s new Premium Platform Electric (PPE) architecture, the A6 e-tron offers a perfect balance of performance and sustainability, without compromising on the luxury and driving dynamics Audi is known for. The regional premiere at the Museum of the Future highlights Audi’s progress in electric mobility, as the brand continues its commitment to delivering sustainable vehicles for the future. The A6 e-tron is now available for the first time in the region.

**Shaping the Future Together**

The extension of the Audi-Museum of the Future partnership represents a shared vision for the future of the region. Both Audi and the Museum are focused on advancing mobility and future technologies that will shape the world for generations to come. Audi’s leadership in the electric mobility space, paired with the museum’s dedication to innovation and exploration, creates an ideal environment for inspiring and nurturing the technological advancements of tomorrow.

This renewed collaboration will also contribute to the UAE’s ambition to set new global benchmarks for the future of transportation.

**For more information on Audi’s latest models and initiatives, visit** [**www.audi-me.com**](http://www.audi-me.com)

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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 across 12 countries. In 2024, the Audi Group delivered over 1.7 million vehicles, generating €64.5 billion in revenue and achieving an operating profit of €3.9 billion.  AUDI AG’s commitment to the region was reaffirmed with the establishment of its fully owned subsidiary, Audi Middle East, in 2005. Covering Bahrain, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, and the UAE, Audi Middle East continues its journey towards becoming a provider of sustainable, premium mobility. Learn more about our models and forward-thinking approach to a sustainable future at [www.audi-me.com](https://www.audi-me.com) and [news.audimiddleeast.com](https://news.audimiddleeast.com). |

**About Museum of the Future:**

The Museum of the Future is the first museum of its kind. Built to transform the very perception of the future as we know it, the unique structure has become home to  several immersive future environments that aim to position visitors in an empowering version of the future. Through distinctive themes, it elicits a world we thought we could only experience 50 years from now. Visitors become active participants in an expansive experience that taps into all five senses. By meaningfully merging  aspects of science, technology and spirituality, the museum inspires humanity to re-imagine the future and all its possibilities.

One of the most complex and ambitious projects ever executed, with an instantly iconic inimitable exterior. Rising 77-metres above the ground and comprising 1,024 unique stainless steel composite panels, the façade is adorned in Arabic calligraphy, displaying three quotes written by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Ruler of Dubai.