Audi heightens clarity for customers through global standardization of model names

* Differentiation according to size and positioning independent of powertrain type
* Marco Schubert, board member for sales and marketing: “We are providing intuitive orientation for all customers worldwide”
* Audi A6 with combustion engine to be revealed globally on March 4, with a regional release expected in Q4 2025

**Dubai, UAE, February 6, 2025 – Global standardization and clear orientation for all customers: Audi is strengthening the alphanumeric format of its nomenclature. Going forward, it will represent the size and positioning of each model globally in a unified and transparent way. The previous distinction between electric vehicles and models with combustion engines according to their number no longer applies.**

“This decision is the result of intensive discussions and also follows the wishes of our customers as well as feedback from our international dealers,” says Marco Schubert, Member of the Board of Management for Sales and Marketing at AUDI AG. “Our nomenclature now provides all customers worldwide with an intuitive orientation in our portfolio. We choose the names of our models in a way that reveals size and positioning at first glance.”

Going forward, the global alphanumeric model name will consist of one or more letters and a number. The letters A and Q continue to signify the distinction between low-floor and high-floor vehicles. The numbers – currently from one to eight – enable a clear classification independent of the type of powertrain. As a result, the previous distinction between different drivetrain technologies according to even and odd model numbers no longer applies.

Thanks to the orientation according to size and positioning, all-electric models can share the same combination of letters and numbers with combustion-engine vehicles. The necessary differentiation between models and variants in the portfolio is done using the body style (e.g. Avant, Sedan, or Sportback) and the – already established – powertrain code (e.g. e-tron, or TFSI).

The first new model to use this nomenclature will be the combustion-engine-equipped Audi A6. It stands for the brand’s long and successful history in the full-size segment and will be revealed globally on March 4. Thanks to the powertrain code, the A6 Avant TFSI for example, will be clearly differentiated from the all-electric A6 Avant e-tron. Both models are expected to debut in the Middle East in Q4 2025. No retroactive name changes are planned concerning models already on sale.

|  |  |
| --- | --- |
| Audi Middle East Communications  Maryna Slichna  Audi Middle East PR Manager  Email: [maryna.slichna@vwgme.com](mailto:maryna.slichna@vwgme.com)  [news.audimiddleeast.com](https://news.audimiddleeast.com/en/) | The Romans  Audi Middle East PR Partner  Email: [AudiMiddleEastPR@wearetheromans.com](mailto:AudiMiddleEastPR@wearetheromans.com) |
| [Ein Bild, das Text, ClipArt enthält.  Automatisch generierte Beschreibung](https://www.youtube.com/AudiMiddleEast) |  |

|  |
| --- |
| 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 the first nine months of 2024, the Audi Group delivered over 1.25 million vehicles, generating €46.3 billion in revenue and achieving an operating profit of €2.1 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). |