Experience the New Audi Q2: Advanced Technology and Personalised Luxury Now Available in the UAE

* **The new Q2 combines progressive design, compact dimensions, and great driving pleasure for the discerning Middle East market.**
* **Customers can enjoy a new level of personalisation through various design and technology features.**
* **The new Audi Q2 is now available across UAE showrooms. For more information, customers can visit the** [**Audi Middle East**](https://www.audi-me.com/me/web/meen/models/q2/q2.html) **website.**

Dubai, United Arab Emirates (2 July 2024) – Audi has announced the arrival of the new Q2 model, an innovative compact SUV that combines progressive design, compact dimensions, and great driving pleasure. The Q2 now comes with significant upgrades, including a new infotainment system and the Audi virtual cockpit, paving the way for the model to redefine the driving experience for customers in the region.

The new Audi Q2 is equipped with a state-of-the-art infotainment system. The highlight of this upgrade is the Audi virtual cockpit, a fully digital 12.3-inch instrument display that provides a wide range of customisation options. Drivers can switch between various display layouts, integrating navigation, media, and essential driving data for an enhanced driving experience.

Top of Form

Bottom of Form

In addition to the virtual cockpit, the Q2 features an 8.8-inch MMI touch display as the central control unit. This high-resolution touchscreen offers intuitive operation through both touch and natural voice control, ensuring ease of use while driving. The new MMI system includes DAB radio, data-capable USB-C ports, emergency call functions, and seamless integration with smartphones.

The Audi Q2 comes standard with several advanced safety features, including rear park assist. Other optional features include lane departure warning. These systems work together to ensure a safer driving experience, providing drivers with added confidence on the road. The Q2 also boasts a new central storage compartment, replacing the previous rotary/push button setup, enhancing both convenience and functionality. The Audi Q2 offers a dynamic driving experience with its powerful and efficient engines.

The Q2 is equipped with a responsive four-cylinder engine, delivering both performance and efficiency. The 35 TFSI engine delivers 150 hp and 250 Nm of torque, providing a balanced mix of performance and efficiency.

Audi has meticulously crafted the Q2’s interior to provide both comfort and style. The compact SUV features a spacious and versatile cabin, with high-quality materials and finishes that reflect Audi's commitment to luxury. Customers can choose from various interior options, including decorative inlays and advanced driver assistance systems, to personalise their Q2.

Externally, the Audi Q2 showcases a modern and dynamic design. The distinctive Singleframe grille and sleek body lines give the SUV a confident and athletic appearance. Available in striking colours such as Progressive Red Metallic, Myth Black Metallic, Floret Silver Metallic, and Manhattan Gray Metallic, the Q2 stands out with a bold presence on the road. The optional S line exterior package adds sporty accents, further enhancing the vehicle’s overall aesthetic appeal. The new Audi Q2 features advanced lighting technology, with standard LED headlights providing excellent illumination and optional Matrix LED headlights for top-of-the-line visibility. The rear lights also feature LED technology, including dynamic turn signals and light sequencing when the car is locked and unlocked.

"We are unwavering in our commitment to providing the best for our customers in the UAE. The Q2, with its appeal to young, first-time drivers and young families, is the perfect entry point to the Audi brand. Combining style, advanced technology, and dynamic performance, the Q2 opens numerous opportunities for us as we continue to strive for excellence in technology, experience, and performance," said Rene Koneberg, Managing Director of Audi Middle East.

The new Audi Q2 will be available at Audi dealerships across the United Arab Emirates starting July 2024.

For more information about the Audi Q2 and its features, customers can visit [Audi Middle East](https://www.audi-me.com/me/web/meen/models/q2/q2.html) or visit their Audi dealer’s website: [Audi Dubai](https://www.audi-dubai.com/me/web/duen/models/q2/q2.html), [Audi Abu Dhabi](https://www.audi-abudhabi.com/me/web/azen.html).

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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) www.audi-me.comand [news.audimiddleeast.com](https://news.audimiddleeast.com/en/). |