**Revolutionising Electric Mobility: Audi Leads Oman’s Path For New Era of Mobility**

In the evolving landscape of Oman's automotive industry, one player has taken the lead in shaping a greener and more sustainable future. Audi Oman has been at the forefront of the electric vehicle (EV) revolution, introducing groundbreaking initiatives and achieving milestones that have driven Oman towards a new era of mobility.

March 2022 marked a milestone as Audi Oman proudly unveiled the e-tron Sportback, a symbol of Audi's commitment to sustainable mobility. This unveiling not only showcased Audi's dedication to innovative design and exceptional performance but also began an era of anticipation within Oman's EV industry.

Audi Oman understands the power of collaboration and has actively engaged in strategic partnerships and product placements to create a strong foundation for the EV movement. Collaborations with prestigious organisations such as Petroleum Development Oman (PDO), Beit al Zubair, NBO HQ, Omantel HQ, and Oman Air have paved the way for greater awareness and acceptance of EVs. Through these strategic collaborations, Audi Oman has established itself as a key player in Oman's sustainable mobility landscape.

Recognising the critical need for a robust charging infrastructure for the benefit of the customers and the Sultanate‘s sustainability, Audi Oman embarked on a mission to establish an extensive EV charger network. In November 2022, their vision became a reality with the launch of the "Audi EVO" charging network. With more than 50 Audi EV chargers installed between July 2021 and June 2023, Audi Oman has built a robust charging infrastructure that ensures convenient, efficient, and reliable charging solutions across the Sultanate.

Audi Oman is not just focused on infrastructure; they are passionate about nurturing a culture of knowledge sharing and innovation. In December 2022, they organised "The Future of EVs" workshop, bringing together industry experts, enthusiasts, and stakeholders to discuss the latest advancements and challenges in the EV sector. This initiative highlighted Audi Oman's commitment to driving innovation and paving the way for future advancements in sustainable mobility.

As Audi continues to captivate the nation, the brand continues to push boundaries and challenge traditional advertising norms. In 2022, they introduced the first-ever 3D out-of-home (OOH) advertisement in Oman, stunning passersby with the e-tron. This innovative approach showcased Audi Oman's commitment to delivering captivating brand experiences and further cemented its position as a leader in the EV landscape.

Audi Oman's dedication to environmental responsibility extends beyond initiatives and partnerships. The brand has actively supported EV adoption by highlighting various public incentives, including exemptions from VAT, Customs Duty, and Registration on EVs, as well as VAT exemptions on all Genuine Parts related to EVs. These measures not only incentivise customers to embrace greener transportation options but also contribute to a more sustainable future for Oman.

As Audi Oman continues to drive innovation and advocate for sustainable mobility, they are actively shaping a future where electric vehicles become the norm. Their remarkable achievements, from the grand unveiling of the e-tron Sportback to the establishment of an extensive EV charging network, have not only propelled Oman into a greener era but also inspired other industry players to follow suit. With Audi Oman leading the way, the journey towards a sustainable and eco-conscious future has begun. Heralding a new chapter in Oman's automotive landscape.

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| Audi Middle East Communications  Maryna Slichna  Audi Middle East PR Manager  Email: [maryna.slichna@audi.avme.ae](mailto:maryna.slichna@audi.avme.ae)  [news.audimiddleeast.com](https://news.audimiddleeast.com/en/) |
| **[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 2022, the Audi Group delivered 1.61 million Audi vehicles, 15,174 Bentley vehicles, 9,233 Lamborghini vehicles, and 61,562 Ducati motorcycles to customers. In the 2022 fiscal year, AUDI Group achieved a total revenue of €61.8 billion and an operating profit of €7.6 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. Its broad product range now comprises six fully electric models, one of the most comprehensive BEV portfolios in the region, including the recently launched Q8 e-tron. 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/). |