The All-New Audi A6 Models Arrive in the Middle East: One Legacy, Two Powertrains

* The all-new Audi A6 arrives with a choice of petrol, mild hybrid or fully electric powertrains.
* The A6 Sportback e-tron performance delivers up to 756 km of range, ultra-fast charging and concept-inspired design.
* Now available to order across the Middle East, with GCC prices starting from USD 60,404\* for the A6 Sedan and USD 68,496\* for the A6 Sportback e-tron.

Dubai, UAE, 18 August 2025 – The all-new Audi A6 models have officially arrived in the Middle East, introducing two distinct powertrains under one of Audi’s most iconic nameplates.

With more than 30 years of heritage, the A6 has long defined understated performance, executive comfort and refined versatility. Now, with the addition of the A6 e-tron, the model enters a new era: where electric range meets regional relevance.

Both models are tailored to meet the expectations of Middle East drivers – from long-distance journeys to daily usability – and reflect Audi’s commitment to intelligent design, engineering and progress.

**Combustion, Reimagined: The All-New Audi A6 Models**

Built on Audi’s Premium Platform Combustion (PPC), the all-new A6 is available in Sedan and Avant body styles with power outputs ranging from 150 kW to 270 kW, depending on the variant. Some of the A6 engine variants are equipped with mild hybrid technology that improves fuel efficiency, enhances stop-and-go driving, and supports partially electric propulsion in everyday conditions.

On the road, the A6 model series adapts confidently to both urban and highway driving thanks to adaptive air suspension, all-wheel steering, and quattro ultra all-wheel drive. Whether navigating tight city streets or sweeping desert roads, the driving experience remains balanced, responsive and composed.

With a newly sculpted exterior and refined proportions, the A6 commands presence while optimising airflow. The A6 Sedan achieves a coefficient of drag (Cd) of 0.23 – the best drag coefficient for a combustion model in Audi history.

Fully Electric. Fully Capable: The A6 e-tron

The Audi A6 e-tron marks the next step in Audi’s electric evolution. Built on the Premium Platform Electric (PPE), it is offered in three Sportback variants and the high-performance S6 Sportback e-tron. Power outputs range from 240 kW to 405 kW with launch control, depending on configuration.

With up to 756 km of WLTP-tested range, it currently offers the longest electric range in Audi’s portfolio, making it ideal for long-distance driving without compromise.

The sleek Sportback body achieves a drag coefficient of just 0.21, making it the most aerodynamic Audi of all time. The aerodynamic efficiency plays a critical role in optimising range while also enhancing overall driving smoothness.

Thanks to its 800-volt architecture, the A6 e-tron supports ultra-fast charging up to 270 kW. Drivers can recharge from 10 to 80 percent in just 21 minutes or recover over 300 km of range in 10 minutes – designed to keep up with the pace of regional life.

**A Cabin Built for Both Worlds**

Originally revealed as a concept at Dubai’s Museum of the Future in 2022, the A6 e-tron brings that vision to life in record time – while sharing a common interior DNA with its combustion sibling.

Both models feature Audi’s new human-centric layout, including a curved panoramic display, with 14.5 inches for the driver and 11.9 inches for the front passenger.

Material quality and usability are prioritised throughout, with clean lines, tactile controls, and considered touches such as interactive rear OLED taillights, a panoramic glass sunroof, and – in the A6 Avant – a versatile luggage area designed for both daily routines and weekend escapes.

Available technologies include an augmented reality head-up display, communication taillights for enhanced safety and expression, and illuminated Audi rings at the rear – a design statement marking the A6 e-tron’s step into the electric era. Together, these elements create a cabin experience that feels progressive, purposeful, and unmistakably Audi.  
  
Built Responsibly, Engineered for Tomorrow

The A6 e-tron is assembled at Audi’s net carbon-neutral Ingolstadt facility, which houses the brand’s in-house PPE battery line. This plant is central to Audi’s commitment to electrify all core segments by 2027.

Rene Koneberg, Managing Director of Audi Middle East, said: “The A6 has long been a cornerstone of Audi’s success in the Middle East as a model that has earned its place through understated performance, everyday usability, and timeless design. With the arrival of the all-new A6 models and the fully electric A6 e-tron, we are building on that legacy with two distinct yet equally compelling expressions of progress. One embodies sculpted elegance and dynamic precision, the other signals a bold new chapter in electric mobility. As a brand, our goal is to empower customer choice, offering vehicles that are not only technically advanced, but emotionally resonant and poised for the future.”

**Available Now Across the Region**

The Audi A6 e-tron and A6 models are now available to order across the GCC and Jordan. In Lebanon, only the A6 e-tron models will be offered at this time. In GCC, prices start from USD 60,404\* for the A6 Sedan, USD 62,704\* for the A6 Avant, USD 68,496\* for the A6 Sportback e-tron, and USD 99,716\* for the high-performance S6 Sportback e-tron.

\*All prices are GCC retail, excluding VAT and SP, and include roadside assistance and registration.

* To discover more and configure your model, visit [Audi-me.com/A6](https://www.audi-me.com/A6) and [Audi-me.com/A6etron](https://www.audi-me.com/A6etron).

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