

**The All-New Audi Q5 Arrives in the Middle East: More Dynamic, More Progressive, More Audi**

* The third generation of Audi’s bestselling SUV powered with mild hybrid technology
* Features a redefined interior concept, new infotainment and advanced driver assistance systems
* Now available across the GCC, with prices starting from USD 62,058

**Dubai, UAE, 1 July 2025 – Audi Middle East has unveiled the latest generation of the all-new Audi Q5, the third evolution of one of its most successful models. Now available to order across the region the all-new Q5 is back with a bold new chapter, offering a choice of two distinctive variants: the Q5 40 TFSI and the dynamic SQ5 in both SUV and Sportback body styles. The dynamic model brings together progressive design, advanced technology, and practical versatility, making it an ideal companion for the pace and priorities of today’s diverse lifestyles. From weekday commuting to weekend escapes, the Q5 offers refined comfort, intelligent assistance features, and a commanding presence that suits every setting.**

**Design that adapts to every lifestyle**

The Q5 has a strong stance and sculpted silhouette which are complemented by customisable digital light signatures and OLED rear lighting bringing a new personality to everyday driving.

The model debuts a more expressive exterior with enhanced proportions, sculpted lines and a confident stance. Two exterior versions are available for the Q5 — advanced, and the dynamic S line, while the high-performance SQ5 adopts its own distinctive styling. Even the aerodynamic alloy wheels, available as either 19 or 20 inches, have been developed with efficiency and aesthetics in mind.

A wide selection of eleven exterior paint colours invites further personalisation, from classic tones like Mythos Black and Floret Silver to bolder shades including Navarra Blue, Grenadine Red and the newly introduced Tambora Grey. S line and S models can be finished in exclusive shades like Sakhir Gold metallic, Daytona Grey pearl effect and Ultra Blue metallic. For those seeking even more individuality, Audi exclusive finishes are available on request.

**A Space Crafted for Clarity, Comfort, and Control**

The Q5 introduces Audi’s new interior concept, rooted in clarity, digital simplicity, and intelligent luxury. The cabin’s horizontal architecture and minimalist layout are anchored by an 11.9-inch Audi virtual cockpit and a curved, free-standing 14.5-inch MMI panoramic OLED touch display, positioned for seamless visibility. An optional 10.9-inch passenger display provides a secondary interface for co-pilots to engage with media and navigation.

With an increased boot capacity of up to 1,473 litres and an optimised storage compartment, the Q5 easily adapts to daily routines, from school drop-offs and shopping runs to cross-country weekends, while delivering a tactile, high-quality finish throughout.

**Technology that supports smarter, safer journeys**

Equipped with Audi’s latest generation of driver assistance systems, the Q5 enhances road awareness, driver confidence and overall safety. A head-up display ensures vital information is visualised in a clear and concise manner, while standard features such as adaptive cruise control with speed limiter, parking assistance, lane departure warning and drowsiness detection form a strong foundation for everyday assistance. Additional features include Active Front Assist, Park Assist plus and Rear Turn Assist, all designed to help reduce accidents and ease the demands of modern driving.

Commenting on the launch of the latest evolution of the Audi Q5, Rene Koneberg, Managing Director of Audi Middle East said, “The arrival of the new Q5 marks another important step in Audi’s largest product offensive to date. This model has long been a cornerstone of our success in the region, and with its latest evolution, we are delivering even greater relevance to a broader audience. Whether through enhanced practicality, advanced technology, or greater personalisation, the Q5 reflects how we are translating global progress into meaningful impact at a local level. It reinforces our commitment to offering premium mobility solutions that are as versatile as the customers who drive them, and as ambitious as the brand itself.”

**Responsibly engineered, future focused**

Available only in the GCC, the Q5’s efficiency is enhanced by Mild Hybrid Electric Vehicle (MHEV) technology, reducing fuel consumption and CO₂ emissions while delivering a smoother, quieter ride in all driving conditions. From energy-saving coast modes to intelligent recuperation, the system works seamlessly in the background to support a more responsible way to drive.

Production of the Q5 takes place at Audi’s net carbon-neutral facility in San José Chiapa, Mexico, where the brand’s sustainability ambitions are integrated into every step, from material sourcing to final assembly.

**Available Now Across the Region**  
The Audi Q5 40 TFSI is available from USD 62,058, with the Q5 Sportback from USD 64,143. The high-performance SQ5 starts at USD 82,058, and the SQ5 Sportback from USD 84,143. All prices are GCC retail, excluding VAT and SP, and include roadside assistance and registration.

* To discover more and configure your Q5, visit [Audi-me.com/Q5](http://www.Audi-me.com/Q5).

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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).