



Audi Middle East Communications

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Museum of the Future to showcase Audi e-tron Vision Gran Turismo

- **Developed exclusively for virtual races on console games, the Audi e-tron Vision Gran Turismo turns virtuality into reality**
- **Museum of the Future's 'Tomorrow, Today' exhibition to host the concept car for the first time in the region**
- **The Audi e-tron Vision Gran Turismo boasts two electric motors on the rear axle and a third one on the front axle, giving an output of 600 kW (815 hp)**

MIDDLE EAST. (xx August, 2022) — Audi Middle East has collaborated with the Museum of the Future to present its fourth concept model, the Audi e-tron Vision Gran Turismo, which will be seen for the first time in the region at the museum's 'Tomorrow, Today' exhibition.

Originally developed exclusively for virtual races on PlayStation 4, Audi has made the car a reality, taking elements from the brand's rich racing heritage. Inspired by the legendary Audi 90 quattro IMSA GTO which thrilled motorsport fans in the late 80s, the Audi e-tron Vision Gran Turismo boasts two electric motors on the rear axle and a third one on the front, giving an output of 600 kW (815 hp).

The Audi e-tron Vision Gran Turismo marks the fourth of many concepts set to be revealed at the museum. Earlier this year, the brand revealed its first showcar, the Audi AI:ME, a concept vehicle with a vision of automated driving for megacities of tomorrow as well as the skysphere concept, a car set to redefine luxury of the future, changing what we know about mobility. A third car, the Audi A6 Avant e-tron Concept, was also on display at the museum, serving as an icon of innovation, re-imagining what mobility of the future could look like for Audi.

(Insert quote from Museum of the Future)

As a permanent exhibition to showcase and review different aspects of tomorrow, the Museum of the Future represents the most important technologies that will shape it. It is a platform to study the future, design its ideas and create deep discussions about its trends in all scientific, economic, environmental, and social sectors.

Carsten Bender, Managing Director of Audi Middle East, said: "With the Audi e-tron Vision Gran Turismo, we are presenting how we imagine the future of motorsport. With its three electric motors, distributed equally between the front and the rear axles, the Audi e-tron Vision Gran Turismo accelerates from 0 to

100 km/h in less than 2.5 seconds, providing unrivaled electric performance. As such, we are delighted to bring this concept car to the exhibition and showcase our brand's ambitions. We look forward to welcoming guests to Email: elmir.arnautovic@audi.avme.ae come see the Audi e-tron Vision Gran Turismo on display and experience Audi's forward-thinking technology."

The Audi e-tron Vision Gran Turismo will be hosted at the Museum of the Future from August 11th until February **xx** 2023, at the Audi 'Today, Tomorrow' exhibition on the second floor.

For more information about Audi's partnership with Museum of the Future, visit <https://museumofthefuture.ae/en>

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. The brands Audi, Ducati, Lamborghini and Bentley produce at 21 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide. In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. In the 2021 fiscal year, AUDI AG achieved a total revenue of €53.1 billion and an operating profit before special items of €5.5 billion. More than 89,000 people all over the world work for the Audi Group, around 58,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.

The Museum of the Future is the first museum of its kind. Built to transform the very perception of the future as we know it, the unique structure has become home to several immersive future environments that aim to position visitors in an empowering version of the future. Through distinctive themes, it elicits a world we thought we could only experience 50 years from now. Visitors become active participants in an expansive experience that taps into all five senses. By meaningfully merging aspects of science, technology and spirituality, the Museum inspires humanity to re-imagine the future and all its possibilities. One of the most complex and ambitious projects ever executed, with an instantly iconic inimitable exterior. Rising 77-metres above the ground and comprising 1,024 unique stainless steel composite panels, the façade is adorned in Arabic calligraphy, displaying three quotes written by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Ruler of Dubai.