

**Audi Middle East Communications**

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**The New Audi Kingdom Edition. Inspired by the visionaries.**

- **A range of special-edition Audi models launched exclusively in the Kingdom of Saudi Arabia**
- **The Kingdom Edition model range comprises: Audi S6, S7, A8 and Q8 models**
- **The 93, limited-edition models are available at Audi Centers across the Kingdom and can be reserved or purchased online**

**Jeddah, Saudi Arabia, xx April 2023** – Audi Saudi Arabia introduces an exclusive, limited-edition series of its luxury Sedan and SUV derivatives. To celebrate 93 years of the unification and patriotism of Saudi Arabia, the brand with the Four Rings is offering a collection of 93 highly exclusive Kingdom Edition models.

The luxurious limited-edition Kingdom Edition comprises four models, carefully selected to purposefully align with the prestige credentials of Saudi Arabia. Audi S6 and S7 sedans were chosen for their high-performance sports engines, whilst delivering distinctive exclusivity. Next comes the Audi A8, which represents the embodiment of status and authority, reworked to be more confident and athletic. Its masterful comfort and sporty handling come with an extra-large interior exuding high seating comfort in the rear. Finally, the Kingdom Edition collection is completed with the Audi Q8, which impressively combines the emotional lines of a sporty coupé with the spaciousness of an SUV.

The four special Kingdom Edition models have their very own unique specifications, such as an exclusive 'Goodwood green' exterior paint option inspired by the Saudi Arabian flag, and leather upholstery as standard. Other special features include Kingdom Edition scuff plates, KSA map stitching in the headrests, a green rhombus pattern on floor mats and Saudi-inspired digitized motifs in the door entry lights, along with rear window matting with rhombus pattern.

Carsten Bender, Managing Director of Audi Middle East, said: "The Kingdom Edition series exemplifies Audi's commitment to excellence and innovation, combining luxury, sportiness, and exclusivity with a deep appreciation for the cultural heritage of Saudi Arabia. We are proud to offer these limited-edition models as a tribute to the visionaries who have shaped the Kingdom's history and its bright future. With their distinctive design elements and exclusive features, the Kingdom Edition models are a true testament to Audi's dedication to delivering exceptional driving experiences and creating meaningful connections with our customers."

"The launch of these limited-edition luxury models is a unique tribute to the proud heritage of the Kingdom of Saudi Arabia, and we're excited to have debuted them during the celebration of Saudi Founding Day", said Abdulaziz Moolla, General Manager of Audi Saudi Arabia.

The Audi National Marketing Manager at Audi Saudi Arabia, Furqan Ahmed, said that, "The Kingdom Edition is the first special edition Audi model range designed and inspired specifically for Saudi Arabia, a passion project for Audi Saudi Arabia that commemorates the Audi brand with Saudi Arabian heritage. Such an important tribute to the Kingdom of Saudi Arabia deserves a unique celebration for each patriotic individual that purchases one of the 93 exclusive vehicles. We are thrilled to offer each new Kingdom Edition owner a tailored gift set sourced from the proudly Saudi Arabian brand, Atheya".



The Audi Kingdom Edition range is now available to view, reserve or purchase online at [www.audi-saudi-arabia.com/me/web/saen/kingdom-edition](http://www.audi-saudi-arabia.com/me/web/saen/kingdom-edition) or by contacting Audi Saudi Arabia on 800 118 0099.

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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](http://news.audimiddleeast.com).

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