All-new Audi Q6 e-tron Makes its Regional Premiere in the Middle East, Setting a New Standard in the Premium EV Segment

* The all-new Q6 e-tron marks the start of Audi’s largest-ever product offensive, with over 20 new models—including more than ten fully electric—coming by end of 2025.
* Unveiled through breathtaking stunts at iconic landmarks in Oman, Qatar and the UAE, the Audi Q6 e-tron’s debut blends innovation with regional culture.
* Guests experienced the full potential of the Q6 e-tron during an exclusive week-long drive event, showcasing its advanced performance and technologies in the stunning landscapes of Khorfakkan.
* In GCC countries, the Q6 e-tron quattro is available for orders now from USD 79,194\*, while the SQ6 e-tron from USD 93,399\*.

DUBAI, UNITED ARAB EMIRATES (21 October 2024) — Marking the beginning of a new era for Audi, the all-new Audi Q6 e-tron makes its regional premiere in the Middle East, showcasing the brand’s bold step forward in its electrification journey. As the first model in the brand’s largest product offensive to date, the Q6 e-tron signals Audi’s commitment to sustainable luxury and advanced mobility.

Through dynamic events across the region, Audi has crafted a launch that blends cultural significance with technology, positioning the Q6 e-tron as a symbol of Audi’s forward-thinking approach. From immersive driving experiences to a visually striking series of stunts, the Q6 e-tron’s debut is as much about the car’s engineering excellence as it is about the broader journey into a fully electric future.

A Bold Regional Unveiling

Audi Middle East unveiled its all-new electric masterpiece, the Audi Q6 e-tron, in a stunning regional showcase across five iconic locations. The highly anticipated reveal was held at the Ritz-Carlton Abu Dhabi, with a stunning backdrop of the Sheikh Zayed Grand Mosque; 7 by Richard Serra at the Museum of Islamic Art Park in Doha; Dubai’s Museum of the Future; the House of Wisdom in Sharjah; and the Al Mouj complex in Muscat. Each location was chosen to reflect both the region's cultural significance and Audi’s vision of blending technological innovation with its surroundings, creating a truly unforgettable launch experience.

Engineering Excellence

At the core of the Q6 e-tron is Audi’s revolutionary **Premium Platform Electric (PPE)**, a system that allows the model to balance range, power, and sustainability effortlessly. The vehicle offers a remarkable range of up to 625 kilometres (according to WLTP) on a single charge, catering to long-distance drivers who demand performance without sacrificing efficiency. Meanwhile, the high-performance SQ6 e-tron offers a range of up to 598 kilometres (according to WLTP).

Charging capabilities for both models are equally impressive: the advanced 800-volt charging system enables a maximum charging power of up to 270 kW for DC fast charging. This allows both the Q6 e-tron and SQ6 e-tron to recharge up to 255 kilometres in just 10 minutes. Moreover, charging the battery from 10% to 80% takes only about 21 minutes during high-power charging (HPC).

Power Meets Precision

The Q6 e-tron’s performance is powered by dual electric motors—one on each axle—enabling the vehicle to achieve all-wheel drive and deliver a total output of up to 285 kW, while the SQ6 e-tron enhances this with up to 360 kW, reaching 0 to 100 km/h in just 4.3 seconds (using the boost function). Both models feature adaptive air suspension, ensuring smooth, precise handling across any terrain, from urban streets to more challenging environments. The car’s **adaptive air suspension** further enhances the driving experience, ensuring smooth handling over a variety of terrains, whether in urban environments or more challenging roads.

**Aesthetics Meets Efficiency**

One of the key highlights is Audi’s **new design philosophy**, which makes its debut with the Q6 e-tron. This design evolution not only reflects Audi’s commitment to future-forward aesthetics but also enhances the vehicle's aerodynamic performance. The bold front grille, sharper body lines, and innovative air intakes improve airflow efficiency while maintaining the unmistakable presence of Audi’s design language. This cohesive balance between form and function ensures that the Q6 e-tron stands out as a symbol of modern, sustainable luxury.

The Audi Q6 e-tron introduces the world’s first lighting technology with active digital light signatures for both its headlights and rear lights. The second-generation digital OLED rear lights, featuring 360 segments, offer car-to-x communication and proximity detection, displaying custom warning symbols to enhance road safety. The **Advanced Digital Matrix LED headlights** provide precision-guided beams and customizable light patterns, adapting to the car's surroundings. Drivers can personalize their vehicle with eight digital light signatures, accessible via the **MMI system**.

Inside, the Q6 e-tron offers Audi’s most advanced cabin yet, designed with a focus on both luxury and technology. The fully digital **MMI touch response system** integrates seamlessly with the car’s other features, offering drivers intuitive control over navigation, media, and safety systems. The **next-gen Audi virtual cockpit** now comes with extended functionalities, including enhanced driver-assist features and augmented reality navigation, offering an immersive driving experience. In the Middle East, the Q6 e-tron also offers an **MMI front passenger display as standard**, enabling passengers to access entertainment and vehicle information, ensuring an elevated in-cabin experience for all.

Experiencing Innovation

At the end of October, invited guests, media, and influentials were treated to an exclusive Q6 e-tron driving event in the UAE’s picturesque regions of Khorfakkan. Participants were able to fully experience the car’s electric performance and cutting-edge technologies across varied terrains, highlighting the car's superior handling and range. The scenic coastal routes underscored the synergy between the Q6 e-tron’s eco-friendly electric powertrain and Audi’s renowned driving dynamics.

Alongside the driving experience, Audi hosted a series of expert-led workshops, where attendees could interact with Audi’s global product specialists, who provided detailed insights into the vehicle’s advanced features and answered questions about the future of Audi’s electric mobility strategy. The entire event was designed to showcase the Q6 e-tron’s exceptional capabilities, offering participants a holistic view of the car's performance, technology, and design innovations.

Audi Middle East's Managing Director Rene Koneberg comments:

“We’re truly excited to bring the Audi Q6 e-tron to the Middle East, a region that’s embracing the shift toward electric mobility. This isn’t just about launching a new model—it’s the start of a new era for Audi. From the stunning landmarks featured in our regional unveiling to the immersive experiences shared with our Audi community, this launch reflects what Audi is all about: innovation, sustainability, and a genuine commitment to the future. We’re fully dedicated to leading the charge in the electric mobility movement here in the Middle East.”

The all-new Audi Q6 e-tron is now available for pre-orders at your local dealer and will arrive in the showrooms across Middle Eastern markets starting from the first quarter of 2025, paving the way for the future of electric mobility in the region. In GCC countries, the Q6 e-tron quattro starts from USD 79,194\*, while the SQ6 e-tron starts from USD 93,399\*. Further derivatives and a Sportback version will follow in Q2 2025.

\*Prices exclude VAT and service package but include the registration fee and 5 years roadside assistance.

* **For more information, please visit** [**www.audi-me.com/Q6**](http://www.audi-me.com/Q6) **or contact your local dealer.**

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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 2023, the Audi Group delivered 1.86 million Audi vehicles, 13,560 Bentley vehicles, 10,112 Lamborghini vehicles, and 58,224 Ducati motorcycles to customers. In the 2023 fiscal year, AUDI Group achieved a total revenue of €69.9 billion and an operating profit of €6.3 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. 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/). | | |