



## **Audi Middle East Communications**

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## **Audi Middle East Announces new Managerial Appointments**

**Dubai, United Arab Emirates; November 16, 2020 – Audi Middle East announced new managerial appointments for its regional operations in Brand Communications and PR, with Elmir Arnautovic appointed as Marketing Director and Douaa Jazouli appointed as Public Relations Manager for the brand for 8 countries, 9 distributors and 23 dealer facilities in the GCC and Levant, respectively.**

Elmir Arnautovic will operate from the AVME regional office in Dubai and is responsible for driving the Audi brand direction in the Middle East. Elmir will focus on elevating the overall 360 brand experience whilst helping shape the future of premium mobility through the brand's long term goals of digitalisation and sustainability with an exciting range of premium Electric Vehicles together with emotional brand shapers from Audi Sport, all of which are scheduled for regional rollout in the coming months.

Douaa Jazouli joins the Four Rings from sister brand Volkswagen, where she held the role of Public Relations Project Manager. In her new role, Douaa will lead the regional PR strategy for the Audi brand along with media relations and communications on product and brand matters for the business across the Middle East.

Speaking about these new appointments, Carsten Bender, Managing Director of Audi Middle East, said: "We are very excited to welcome Elmir and Douaa to the regional Audi team and congratulate them on their new role in what is a very important period of new product introductions and strategic developments for Audi both globally and regionally. I am confident that both Elmir and Douaa will bring a wealth of experiences and learnings and will drive the brand forward in our region. They are both a perfect embodiment of Audi's core values which guide us in everything we do."

This comes as the pair are busy rolling out the brand's new brand campaign "Future is an Attitude" which marks the transformation towards sustainable and digital premium mobility. Its presentation is guided by a new progressive premium appearance, strongly rooted in the brand's new core positioning. The future looks bright for this new, young team.

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in 11 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.846 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of €55.7 billion and an operating profit of €4.5 billion. At present, 90,000 people work for the company all over the world, 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

AUDI AG's commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005. The current Middle East model range comprises the Audi A3 and S3 and RS3, A4 and S4, the A5/S5 Coupe and Sportback, RS5 Sportback, the A6, S6, A7, S7, A8 L and S8, the Audi Q3, Q3 Sportback, Q5 & SQ5, Q7, Q8 and RS Q8 as well as the R8.