



Audi Middle East Communications

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Audi Middle East ‘Make Space For Future Plans’ During Ramadan

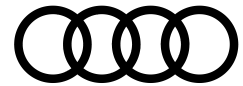
- **Ramadan campaign during the holy season of fasting and reflection**
- **New e-commerce platforms and digital showrooms for booking services, ordering and registering vehicles are now in place**
- **Customer service and safety is primary concern for all Audi dealerships**

Dubai, April 27, 2020 – The Ramadan message from Audi Middle East promotes mindful reflection and a positive outlook to ‘Make Space For Future Plans’. The brand with the Four Rings encourages customers to explore the Audi range online during the holy season in order to maintain safety, whilst enjoying the many new vehicles that will be available when driving restrictions are lifted.

Carsten Bender, Managing Director of Audi Middle East commented “Audi Middle East will celebrate the launches of fourteen new models during 2020, including the recently arrived all-new Q3 Sportback and Q7. Whilst customers might not be able to visit showrooms during the traditionally busy Ramadan period, it is important for us to give them the opportunity to enjoy planning for a future when they can experience driving pleasure once more.” He continued “As we start the Ramadan season of giving, the health and enjoyment of our customers are our primary concerns. All Audi dealerships are now practicing safety procedures to protect and facilitate customers, staff and suppliers during these challenging times of COVID-19 isolation”.

Those who are looking to purchase a new or pre-approved Audi can browse the range through dealer websites and e-showrooms, where they can make an online enquiry to book a test drive. E-commerce platforms are also now live in Saudi Arabia, Dubai and Abu Dhabi where payment and registration services are also being digitized to support ease of processing. Cars are also being delivered directly to customer homes upon request. In line with the health and safety directives issued by all countries in the Middle East, all vehicles are fully sanitized before being delivered.

Many Audi Middle East dealerships in the region have launched new customer service initiatives to enable consumers to enjoy the full Audi experience from the safety of their own



homes during Ramadan. Online service booking facilities, with free car collection and delivery are available, as well as complimentary sanitization and fumigation facilities.

To protect the safety of staff, customers and suppliers, Audi dealership employees are working from home wherever possible and customer care centers are operating remotely. Audi Roadside Assistance responders have also adopted preventive measures by protecting themselves with face masks, gloves and hand sanitizers and by practicing zero contact with customers to mitigate risk and ensure the utmost safety.

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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 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), 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 1.845 million automobiles of the Audi brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 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, A4 and S4, the A5/S5 Coupe and Sportback, RS5 Sportback, the A6, S6, A7, S7, A8, A8 L and S8, the Audi Q3, Q3 Sportback, Q5 & SQ5, Q7 and Q8