



## **Audi Al Nabooda Communications**

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## **The e-tron Sportback hits the showroom floor in Dubai and Northern Emirates**

- **The first electric Audi is now available at Al Nabooda Automobiles**
- **A sporty and elegant SUV coupe – the e-tron Sportback 55 quattro S line**
- **Charging points on both sides of the car for enhanced charging convenience**

**Dubai, UAE; 27 September 2020 – Al Nabooda Automobiles, the importer and distributor of Audi in Dubai and the Northern Emirates, brings the latest edition to the Audi model range: the e-tron Sportback, which is at the same time the very first electric model at the dealership.**

The Audi e-tron Sportback impresses with its sharply designed dynamic SUV coupé offering up to 300 kW of power from a single battery charge.

The S line model is equipped with 21-inch wheels and sport air suspension. The distinctively contoured bumper is flanked by expressive air curtains, which improve the airflow. At the rear end, the spoiler fitted as standard as well as a striking diffuser that extends across the entire vehicle width contribute to the outstanding vehicle aerodynamics.

The Audi e-tron Sportback 55 quattro allows the driver to savor the interaction of efficiency, performance, and supreme calm, thanks to the electric all-wheel drive and the sophisticated suspension. Each axle is fitted with an asynchronous electric motor that is fed with three-phase current by the power electronics. Driven in boost mode the e-tron delivers an output of 300 kW and 664 Nm (489.7 lb -ft) of torque and it takes just 5.7 seconds to attain 100 km/h.

The interior of the Audi e-tron Sportback is an elegant lounge featuring a seamless blend of design and technology and has plentiful space for five people. A generous arc that spans the instrument panel, extending from door to door, harmoniously integrates the cover for the Audi 12.3-inch virtual cockpit. Its sleek display stands visually free in space. The wrap-around in the door trims also integrates the screens for the virtual exterior mirrors.



The e-tron models at Al Nabooda Automobiles offer two charging points on the vehicle, allowing for a more flexible and convenient charging process. On long-distance routes, the Audi e-tron can charge with direct current (DC) at up to 150 kW at fast-charging stations. In just under half an hour, the battery reaches 80 percent of its capacity.

The e-tron Sportback 55 quattro is available in the dealerships in Dubai and Northern Emirates at AED 456,750.

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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.