

Audi Middle East Communications

Raghad Tayeh
Mobile: +971-54-732-5742
Email: raghad.tayeh@audi.avme.ae

Kate Fox
Mobile: +971-52-104-3586
Email: audimiddleeast@houbaracomms.com

Audi Middle East Milestone: Record Half Year Results for 2021

- **Audi Middle East observed its best half year performance in terms of sales volume in the last 5 years with sales increasing by 37% when compared to previous year**
- **The brand continues to gain success across its entire range and especially with its Q model lineup**

Dubai, July XX, 2021 – Audi Middle East strengthened its market position with the announcement of record sales results in the first half of 2021, posting a 37% increase in sales as compared to previous year and marking a record breaking half year with the best sales in 5 years.

Commenting on this accomplishment, Audi Middle East's Managing Director Carsten Bender said, "Our model offensive continues to have a strong impact in the market and we are thrilled with these results. We are looking forward to continued market recovery and success in the region in the second half of the year."

The brand's Q range of vehicles has especially observed very high demand in the region and through the introduction of new models in the sedan segment as well as sales of electric models, such as the e-tron Sportback, and the much anticipated e-tron GT which is set to arrive in the region in September, the brand has attracted new and existing customers alike.

Peter White, Audi Middle East's Sales Director added, "Currently we have one of the youngest product portfolios in the market, which has helped us drive sales for the brand through a new and exciting offering. We also have an excellent after-sales program with a 3 year warranty and 5 year service contract on most models which our customers in the region appreciate. We are hoping that our range of models and our track record of great customer service continues to impress customers."

For more information about the Audi model range visit www.audi-me.com.

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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 17 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 2020, the Audi Group delivered to customers about 1.693 million automobiles of the Audi brand, 7,430 sports cars of the Lamborghini brand and 48,042 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, about 87,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.

AUDI AG's commitment to the region was established through the foundation of its fully owned subsidiary in 2005. The current Middle East model range comprises the Audi A3, S3 and S3 Sportback, A4 and S4, the A5/S5 Coupe and Sportback, RS5 Sportback, the A6, S6, RS6 Avant, A7, S7, RS7, A8, A8 L and S8, the Audi Q3, Q3 Sportback, RS Q3 Sportback, Q5 & SQ5, Q7, Q8, RS Q8, R8, e-tron, e-tron Sportback and RS e-tron GT.