

## **Audi Middle East Communications**

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### **United by Progress: Audi commemorates UAE's 50th anniversary with a '50 Years' limited edition model line-up**

- **UAE is the first country to receive exclusive, limited edition Audi models in celebration of a national year**
- **Audi Middle East has produced fifty limited edition models to commemorate fifty prosperous years of the UAE**
- **The limited edition models include the RS6, RS7 and the RSQ8, which are available for pre-order in Abu Dhabi and Dubai**

**United Arab Emirates, November 3<sup>rd</sup>** – Audi Middle East is celebrating the United Arab Emirates' 50th anniversary with the launch of a range of limited edition models commemorating the five decades of future-shaping innovation, visionary leadership and extraordinary achievements that have marked the UAE's first 50 years. Moreover, in a first-of-its-kind for the brand, the UAE will be the first country worldwide to receive Audi limited editions which mark a special national anniversary.

The fifty new customized units of the acclaimed RS6 Avant, RS7 Sportback and RSQ8 models are available to order in Dubai and Abu Dhabi. In addition to a luxurious and sporty red and black interior that has become synonymous with Audi, these selected models have been modified to feature the '50 years' emblem in white, red and green on a black background, to represent the country's flag. This logo can be found on the doors, entry lights and purposefully prominent throughout the cars' interiors and exteriors. All models are the embodiment of the statement "Performance is an Attitude", being high-performance sports cars that deliver uncompromising design.

Commenting on this first-of-its-kind launch, Audi Middle East's Managing Director Carsten Bender said: "The UAE has recorded many significant achievements during the past fifty years, which have been marked by hard work, an unwavering commitment to excellence and an incredible amount of progress that has truly united us all. That is why Audi Middle East is honored to show its appreciation and admiration of the UAE and its leadership on this exceptional occasion. For its part, Audi Middle East extends the sincerest of congratulations on this incredible milestone and looks forward to sharing a bright and prosperous future with the United Arab Emirates."



This milestone from Audi reflects the brand's vision and appreciation for the United Arab Emirates. Please visit your nearest dealership or visit the [Dubai](#) website and [Abu Dhabi](#) website to find out more about these models. Audi Middle East wishes the community a happy National Day and looks forward to a bright and prosperous future in the region.

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Notes to editors:

Image 1: Audi 50 Years Campaign - United By Progress

Image 2: Audi RS6 50 Years Special Edition Interior

Image 3: Audi RSQ8 50 Years Special Edition Logo

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 19 locations in 12 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, and e-tron GT.