



## Audi Middle East Communications

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### Audi Middle East announces exclusive strategic brand partnership with Museum of the Future

- Audi Middle East is the official automotive partner of Museum of the Future
- Audi self-driving concept cars displayed for the first time in the Middle East in the 'Today, Tomorrow' exhibition

**DUBAI, UNITED ARAB EMIRATES (xx March, 2022)** — Today, Audi Middle East officially announces a unique collaboration with Museum of the Future, the first-of-its-kind state-of-the-art museum in Dubai, United Arab Emirates, with the brand being welcomed as the museum's official automotive partner. Visitors to the museum will have the opportunity to explore two of Audi's renowned concept cars for the first time in the Middle East, while experiencing a regular stream of other Audi innovations as they are launched.

Through Audi Middle East's partnership with Museum of the Future, the German brand will convey its electrification and sustainability plans, which mirror the future-forward mission of the UAE. The purpose of the museum is to convey the government's future initiatives around sustainability, leadership, space exploration and progress in this architectural masterpiece where "history is made, rather than displayed."

One of the two concept cars on show at the museum is the Audi AI:ME, the first car with a vision of an automated driving compact car. The small, but spacious car's very name refers to the new, two-letter abbreviation under which Audi is bundling an entire cluster of innovative mobility technologies. Shortly after the AI:ME, the Audi Skysphere, known as the spectacular roadster, will also be displayed at the museum. The Skysphere is a sedan that features two different driving experiences: a grand touring experience and a sports experience. The brand is illustrating its vision for the progressive luxury segment of the future, in which the interior becomes an interactive space and the vehicle a platform for captivating experiences. Both models align the brand with a future forward theme positioning Audi as a leader in the future of mobility.

Audi AI is the cipher for a variety of electronic systems that relieve strain on drivers and simultaneously offer them new possibilities to use the time spent in the car. To this end, Audi AI also uses strategies and technologies from the field of artificial intelligence and machine learning. Thanks to Audi AI, models bearing the four rings will be both intelligent and empathetic in the future. They will be able to continually interact with their surroundings and passengers, and thus adapt themselves in a better way than ever before to the requirements of those on board. Both models align with the brand's future forward theme, positioning Audi as a leader in the future of mobility, and making the partnership with Museum of The Future the perfect pairing.

Carsten Bender, Managing Director of Audi Middle East commented: "This is an extremely exciting partnership for Audi Middle East to be involved with, as the official automotive partner of such an inspiring landmark that will serve

as a beacon of advancement in Dubai and the region. We would like to firstly extend our congratulations to His Highness Sheikh Hamdan bin Mohammed Al Maktoum for inaugurating this symbol of the future. The Museum of The Future, with its blueprint for progress, aligns perfectly with the Audi brand; and as such look forward to presenting innovative solutions and products that will reimagine what the future of mobility could look like for generations to come.”

As part of the brand partnership, Audi will be installing a robust system of charging infrastructure within the museum’s parking facilities to support the future vision of electric mobility. For more information about Audi’s partnership with Museum of the Future, visit [\(link here\)](#).

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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.