



## **Audi Middle East Communications**

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

### **Audi Skysphere concept makes its official Middle East debut in Dubai**

- **Electric-powered luxury roadster debuts for the first time in the Middle East in the UAE**
- **Audi transforming the vehicle into platform for captivating experiences**
- **The exciting concept is set to be displayed at the Museum of the Future during the holy month of Ramadan**

**DUBAI, UNITED ARAB EMIRATES (6 April, 2022)** — Audi has previewed the first member of a new family of concept vehicles in Dubai at a private event for representatives of media from across the region. The Audi Skysphere concept is the name of the electric-powered, two-door convertible based on the Audi design of tomorrow.

The concept car was the surprise showing during an event which also marked the regional previews of the new Audi A8 and S8 models and is set to be on display at the 'Tomorrow Today' exhibition at the Museum of the Future during the Holy Month of Ramadan. With it, the brand is illustrating its vision for the progressive luxury segment of the future, with features that include autonomous driving, a revolutionary interior and a seamless digital ecosystem.

With the Audi Skysphere concept, the brand with the four rings is redefining luxury of the future, with the car changing what we know about mobility and designed to offer its occupants captivating and world-class experiences.

"We are delighted to unveil the Skysphere concept in Dubai. This car represents the zenith of human capability and innovation, so we wanted to treat it a little bit differently for its grand unveiling in a venue renowned for its creativity. With the Skysphere, passengers are given the maximum amount of freedom and can choose between two driving modes; a grand touring experience and a sports experience and is the perfect celebration of progress. Its visit to Dubai symbolizes how we envision the future of mobility and is an ode to a city that has positive and influential plans that will trickle down across the region." Said Carsten Bender, Managing Director of Audi Middle East.

With the touch of button, drivers of the Skysphere can either pilot their 4.94-meter-long e-roadster themselves in "Sports" mode with a reduced wheelbase, while the rear-wheel steering ensures that the vehicle remains extremely agile despite its dimensions. They can also choose to be chauffeured around in a 5.19-meter GT in the autonomous "Grand Touring" driving mode while enjoying the sky and the scenery, maximum legroom, and the services offered by a seamlessly integrated digital ecosystem.

Customized infotainment options are also available, such as linking the on-board streaming service to music and video providers used at home. And in a further step, Audi also aims to provide personalized and exclusive options for users of its luxury cars in the future – such as concerts, cultural events, or even sporting events that are only available upon special invitation.

In this way, a vehicle like the Audi Skysphere concept will become a platform for experiences that expand horizons beyond the mere ride in just a few years.

The incredibly futuristic model is set to be on display for the general public at the Museum of the Future in time for Ramadan.

For more information visit [www.audi-me.com/me/web/meen/museum-of-the-future.html](http://www.audi-me.com/me/web/meen/museum-of-the-future.html)

To book tickets to visit the 'Tomorrow Today' exhibition, please visit: <https://museumofthefuture.ae/en/book>

- Ends -

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.