



## Audi Middle East Communications

### **Electrifying Qatar: Audi Middle East completes first training of High Voltage Experts in the region.**

- **Audi Middle East boosts e-tron readiness in the region by certifying its technicians in Qatar**

**MIDDLE EAST. (XX JULY, 2022)** — Audi Middle East has completed High Voltage Expert (HVE) training for technicians in Qatar, boosting the German manufacturer's electric mobility readiness in the Middle East. The training was fully supported by Audi's business partner in Qatar, Q-Auto.

The recent round of training means that Audi now has 41 High Voltage Trained (HVT) certified technicians across the region, with the aim of leveling additional technicians to HVE by end of this year. The HVE training process involves technicians dissecting a live battery, learning how to change components, and troubleshooting, should there be any issues. HVE training includes theoretical and functional EV training to guarantee that Audi continues to excite its e-tron customers with meaningful and fascinating experiences. These are not limited to in-car experiences but go beyond the vehicle where Audi ensures hassle free ownership and its customers' peace of mind.

Carsten Bender, Managing Director of Audi Middle East, said: "Sustainability is a key area of development for us over the next few years as we aim to be a net-zero carbon emissions company by no later than 2050, and carbon neutral by as early as 2025. I am proud of this initiative of providing certified technicians, first in Qatar, then the rest of our region, which is a clear testament that with the right tools in place, we can continue to acquire not only the trust of our stakeholders, but also maintain our momentum of electrified progress in the sustainable mobility space for this region."

For the second half of 2022, Audi expects to finish nine additional HVE certifications, guaranteeing one HVE trained specialist for every country in the region; and increasing the number of e-tron-certified specialists across the Middle East.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. The brands Audi, Ducati, Lamborghini and Bentley produce at 21 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide. In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. In the 2021 fiscal year, AUDI AG achieved a total revenue of €53.1 billion and an operating profit before special items of €5.5 billion. More than 89,000 people all over the world work for the Audi Group, around 58,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.