



Audi Middle East Communications

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Audi continues its electrifying partnership with the Museum of the Future

- **Two all-electric Audi e-tron Sportbacks are delivered to the Museum of the Future**
- **Audi Middle East installs 21 Audi charging stations at the Museum**
- **The future-focused partnership nears its one-year anniversary**

DUBAI, UNITED ARAB EMIRATES (XX January, 2023) — Audi Middle East delivers two new Audi e-tron Sportbacks to the Museum of the Future in continuation of their future-focused partnership. The all-electric vehicles will transport esteemed guests of the Museum in a sustainable fashion. The collaboration is further supported by the installation of 21 Audi charging stations in the Museum's parking facilities aimed at boosting electric mobility across the United Arab Emirates.

The partnership between Audi Middle East and the Museum of the Future will soon reach its first year. In tandem to the facilitation of a sustainable on-site e-mobility infrastructure, Audi Middle East has showcased numerous progressive concept cars that could inhabit the roads of tomorrow. The partnership will continue to engage those who come together for a better tomorrow and move toward a shared objective to achieve the UAE Net Zero strategic initiative by 2050.

Guests of the Museum who travel in the Audi e-tron Sportback can expect a dynamic electric drive with zero compromises to luxury and performance. The expressive exterior rightly alludes to intelligent driving control and comprehensive handling. Through innovative driving technology, an impressive e-tron range, and an ever-expanding charging infrastructure, Audi Middle East continues to build an expansive e-mobility offering in the region.

Majed Al Mansoori, Deputy Executive Director of the Museum of the Future, said: "In line with the Museum of the Future's commitment to sustainability and clean energy, we are happy to further enrich our partnership with Audi Middle East. As a world-class sustainability model in futuristic creativity, we are aligned with the UAE leadership's directives to promote sustainable development. Using such modern and sustainable concept cars to transport our guests will go a long way in achieving the UAE's Net Zero strategic goals by 2050."

Carsten Bender, Managing Director of Audi Middle East, said: "It is great to see the Audi e-tron Sportbacks in use at The Museum of The Future, along with the EV charging installation, which both bear testimony to Audi's mission to prepare the region's infrastructure for an electric future even further. The creation and investment in this premium charging hub at the most beautiful building in the world offers a supremely central location in the city as well as giving users a truly futuristic experience as EV drivers."

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The Museum of the Future is the first museum of its kind. Built to transform the very perception of the future as we know it, the unique structure has become home to several immersive future environments that aim to position visitors in an empowering version of the future. Through distinctive themes, it elicits a world we thought we could only experience 50 years from now. Visitors become active participants in an expansive

experience that taps into all five senses. By meaningfully merging aspects of science, technology and spirituality, the Museum inspires humanity to re-imagine the future and all its possibilities. One of the most complex and ambitious projects ever executed, with an instantly iconic inimitable exterior. Rising 77-metres above the ground and comprising 1,024 unique stainless steel composite panels, the façade is adorned in Arabic calligraphy, displaying three quotes written by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Ruler of Dubai.

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 band 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 ground-breaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.