

Audi Middle East Communications

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Museum of the Future hosts Audi's iconic S1 e-tron quattro Hoonitron – a race car like no other

- All-electric prototype arrives following Audi's world-famous Elektrikhana film and project with Ken Block
- Museum of the Future to host the one-of-a-kind race car in the 'Tomorrow Today' exhibition
- Audi S1 Hoonitron is a well-balanced electric powerhouse – the perfect athlete

DUBAI, UNITED ARAB EMIRATES: 30 March, 2023 — Audi Middle East has announced the first-ever arrival of the brand's unique and iconic S1 e-tron quattro Hoonitron to the Middle East, at the Museum of the Future. The S1 Hoonitron has been making waves globally since its debut in the Elektrikhana film, where it was seen drifting through the streets of Las Vegas with the late legendary drifter, Ken Block, at the wheel. The film has already been viewed by millions worldwide, and the S1 Hoonitron has quickly become a fan favourite.

The S1 Hoonitron will be the latest Audi futuristic car concept on display at the Museum of the Future in Dubai, UAE and comes as just one of several exciting Audi show cars to be displayed for visitors this year as part of the successful ongoing collaboration between Audi Middle East and the museum, which is now in its second year. The collaboration aims to promote futuristic ideas and concepts that drive progress and shape the future of mobility, aiding the country in achieving its UAE Net Zero strategic initiative by 2050.

Inspired by the iconic 1987 Audi Sport quattro S1 Pikes Peak car, the S1 Hoonitron combines Audi's electric drivetrains from large-scale production and motorsport, reflecting the vision of the brand's electrification strategy and sustainability efforts.

The revolutionary Audi S1 e-tron quattro Hoonitron's all-wheel drivetrain is fully electric, with the front and rear axles each powered by a motor-generator unit (MGU). Four high-voltage batteries from a standard Audi PHEV model supply the drivetrain system and operate at 800 volts. Each MGU develops 250 kW of power and 320 Nm of torque, resulting in a total output of 500 kW and 640 Nm of torque.

Carsten Bender, Managing Director of Audi Middle East, said of the car: "We are excited to bring the Audi S1 Hoonitron to the Middle East for the first time and to showcase it in partnership with the Museum of the Future. As fans already know the car from the legendary video of Ken Block showcasing the prototype to its limits in Las Vegas, we anticipate there will be a lot of people keen to see it. The S1 Hoonitron is also an impressive example of Audi's commitment to innovation and electrification, and we look forward to sharing it with car enthusiasts and Audi fans in the region."

Majed Al Mansoori, Deputy Executive Director - Museum of the Future, said: "We look forward to showcasing Audi's iconic S1 e-tron quattro Hoonitron at the Museum of the Future, which has rapidly become an iconic landmark for Dubai and the UAE as a whole. The Museum of the Future is an incubator for visionaries, talents,



and futurists and serves as an all-encompassing lab for future cities, technologies, and concepts. Through the collaboration with Audi Middle East we aim to showcase a new vision of the future and sustainable mobility in line with the UAE's Net Zero strategic initiative by 2050."

The Audi S1 e-tron quattro Hoonitron is on display until end of April 2023 at the 'Tomorrow Today' exhibition where other iconic Audi showcars were previously housed: the Audi Vision GT, A6 Avant e-tron concept, Skysphere and A:| ME so far.

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AUDI AG's commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005, Audi Middle East, which covers Bahrain, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia and the UAE.

Audi Middle East is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility. Its broad product range now comprises six fully electric models, one of the most comprehensive BEV portfolios in the region, including the recently launched Q8 e-tron. Find out more about our models and our future-forward strategy for a sustainable future at www.audi-me.com and news.audimiddleeast.com.

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.
