



Audi Middle East Communications

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Improved Efficiency, Sharpened Design – New Audi Q8 e-tron Makes Middle East Debut

- **Q8 e-tron makes regional Middle East debut this March**
- **More battery capacity and higher charging performance**
- **Sharpened design and dynamic driving characteristics**
- **Q8 e-tron is the first model to carry the new two-dimensional logo**

DUBAI, UNITED ARAB EMIRATES (6 March, 2023) — Audi Middle East, showcased the latest addition to its e-tron family, the new Audi Q8 e-tron, as the regional premiere for the latest EV model. With significant changes, especially at the front of the vehicle, the new flagship SUV emerges with a fresh new appearance.

The premium manufacturer with the four rings entered the age of electromobility in 2018, with the Audi e-tron, marking the start of its electric future. Since then, the model has been setting standards in the electric luxury-class SUV segment, and the new Audi Q8 e-tron is now building on the success story of this electric pioneer. The top-of-the-line electric SUV impresses with its optimised drive concept, improved aerodynamics, higher charging performance, better battery capacity and increased range.

In addition to the above, the Audi Q8 e-tron will be the first model to feature the new model badge with Audi lettering on the B-pillar, the new corporate identity with a two-dimensional design of the four rings on the exterior. Audi will now use the Singleframe light spoiler to highlight the four rings as a central element and showcase the vehicle face on request.

With the Q8 e-tron, Audi's electric portfolio now comprises six models and by 2026, the brand will have more than 20 in its collection. At that point, Audi will only be releasing fully electric models on the global market, in line with its corporate strategy 'Vorsprung 2030'.

With its improved efficiency, and range – up to 582 kilometres in the Q8 e-tron version, and 600 kilometres in the Sportback version, the Q8 e-tron is another important player in Audi's electric portfolio to generate excitement about electromobility for everyday use.

Carsten Bender, Managing Director of Audi Middle East, said: "The introduction of the Audi Q8 e-tron marks an exciting time for the brand in the Middle East, which is one of the first global markets to make this model available to customers. It carries on where our pioneer Audi e-tron left off, but under a new name and refreshed comfort. With the Audi Q8 e-tron, I am excited to introduce customers in the region to the top-of-the-line model in our electric SUV portfolio and to continue our corporate strategy, Vorsprung 2030."

New face, new name, new corporate identity



With its nomenclature, Audi is making a clear statement that the Q8 e-tron is the top model among its electric SUVs and crossovers. The Audi Q8 e-tron and Q8 Sportback e-tron are immediately identifiable as fully electric models at first glance. This is thanks to the new front and rear designs with the characteristic Singleframe mask, the inverted grille, and blade above the redesigned rear diffuser, which systematically carry Audi's electric design language forward.

Luxury-class interior

The Q8 e-tron offers extensive comfort features from the inside: with four-zone automatic climate control and various optional extras that include air quality package, massage seats, contour seats, and an ambient light package that further enhances the luxurious feel to this top-of-the-range model. There is also an optional glass panorama roof, which makes the interior appear lighter and reinforces the sense of airiness and expansiveness.

Three-stage ventilation provides for comfortable seating, even at high outdoor temperatures. This is available for the standard seats, whose leather is intricately perforated. All interiors come with optional decorative inlays of porous wood veneers such as grainy ash and sycamore, or aluminum. New additions include light brown walnut wood and a sustainable technical material made partially from recycled PET bottles.

Two drivetrain variants

Two drivetrain variants with electric all-wheel drive can be selected. These are:

- The Q8 55 e-tron and Q8 Sportback 55 e-tron, are powered by two motors and generate 300 kW in boost mode and 664 Nm of torque; with ranges up to 582 and 600 kilometres respectively
- The top-of-the-range Audi SQ8 Sportback e-tron is powered by three motors and generate 370 kW in boost mode and 973 Nm of torque; with a range up to 513 kilometres

More battery capacity and higher charging performance

At a fast-charging station the Q8 55 e-tron's maximum charging performance increases to up to 170 kW. The big battery can be charged from 10 to 80 percent during a 31-minute charging stop – under ideal conditions, this corresponds to a range of up to 420 kilometres. At an AC charging station or wall box, the Audi Q8 e-tron charges at up to 11 kW with Audi, offering an optional AC charging performance of up to 22 kW.

The Audi Q8 e-tron* comes standard with the Plug & Charge function.

Production

Sustainability is a key area of development for Audi – and this is carried across its entire value chain. Audi aims to be a net-zero carbon emissions company by no later than 2050, and carbon neutral by as early as 2025 – the Q8 e-tron will come from the first carbon-neutral high-volume production plant in the premium segment. The Vorsprung 2030 strategy also engages Audi with key stakeholders to push ahead with infrastructure projects where possible, to help create a positive case for electric vehicle charging across the region.

The Audi Q8 e-tron will become available in showrooms across the Middle East in the second half of 2023.



Customers who wish to find out more about the new Audi Q8 e-tron, can visit www.audi-me.com/Q8e-tron or their local dealer to explore and find out more.

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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.
