



Audi Communications

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Audi RS 5 demand surges: 80% of allocation pre-sold as dealer roadshow continues

7 August, Auckland, New Zealand - Strong customer demand for the all-new Audi RS 5 sees 80% of Audi New Zealand's allocation pre-sold ahead of the model's arrival in September.

The momentum follows a nationwide dealer roadshow which has given customers an exclusive opportunity to experience Audi's next-generation high-performance Avant in person.

Greg Leet, General Manager of Audi New Zealand, says the roadshow has demonstrated both the strength of customer demand for the new RS 5, and the ability of Audi dealerships to bring the Audi Sport brand to life.

"The roadshow has demonstrated the strength of our network, with dealerships giving customers an exclusive opportunity to experience Audi Sport in a premium environment. It's been fantastic to see the level of engagement generated around the country."

New Zealand has always been one of Audi Sport's strongest markets globally. The fact that the factory sent us a pre-production vehicle before the RS 5 was available in Europe says a lot about the strength of this market and the passion of our customers. This result has reinforced just how important RS performance models are to Audi in New Zealand."

Producing 470kW from its high-performance hybrid powertrain, the all-new RS 5 represents a new era for Audi Sport while retaining the everyday usability that has made the RS Avant one of the brand's most celebrated performance models.

Customer deliveries are expected to begin in September 2026, with pre-orders open through Audi dealerships nationwide.

The nationwide dealer roadshow continues this month, with South Island dealerships still to come. The updated schedule is below.



Audi RS 5 Avant Dealer Roadshow Schedule

Location	Audi Dealership	Start date	End date
Dunedin	Southern Motor Group	Wednesday 19 August	23 August
Queenstown	Queenstown Motor Group	Thursday 27 August	31 August
Christchurch	Archibalds Audi	Thursday 3 September	8 September

More information

The RS 5 Avant is priced from MRP \$196,990* (excludes on-road costs). Pre-orders are open now at your local Audi dealership, or register your interest at <https://www.audi.co.nz/en/tools/forms/register-your-interest/>.

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About Audi

Audi drives transformation and shapes the mobility of tomorrow – with intelligent, electric products.

The premium automotive brand is available in more than 100 markets. Its global production network spans 22 sites in 13 countries. **Vorsprung durch Technik** unites more than 88,000 employees. With courage, passion, responsibility, and trust, they are reinterpreting more than 100 years of automaking tradition for the future. In 2026, Audi is entering Formula 1 with a factory team in a bold expression of its motorsports DNA.

The Audi Group also includes the supercar manufacturer Lamborghini, the luxury brand Bentley Motors, and the motorcycle maker Ducati.

Learn more about the Audi Group [here](#).
