



## **Audi A6 e-tron concept at Milan Design Week**

- **Audi City Lab as platform for talks about the future**
- **Brand with four rings presenting Audi A6 e-tron concept: high-tech all-electric sedan**
- **Audi Q4 Sportback e-tron\* making Italian debut**

**Milan, September 7, 2021 – Emotional design, spectacular lighting technology, and perfect harmony – that’s what both the Audi brand and Dutch product designer Marcel Wanders are renowned for. In the Audi City Lab showroom designed by Wanders at Milan Design Week, the brand with the four rings will be exhibiting its impressive Audi A6 e-tron concept. In addition, Audi will also be presenting the RS e-tron GT\* and the Q4 e-tron\* to the public.**

Design plays a leading role at Audi, which is why the brand with the four rings is taking part in Milan Design Week for the seventh time. This year, the world’s largest annual design gathering will be opening its doors from September 5 to 10. The premium carmaker is participating in the event with the Audi City Lab as both a showroom and platform for sharing fresh perspectives and ideas – exemplified by the panel discussion on September 6 with Head of Audi Design Marc Lichte and designer Marcel Wanders entitled “The Story of Living Progress – Inspired by Progress.”

### **Audi A6 e-tron concept – perfect synergy of design, lighting, and technology**

Marcel Wanders, who made a name for himself as a designer with his iconic work Knotted Chair, is also responsible for the design of the Audi City Lab, which has taken up residence in Milan at Via della Spiga 26. One part of the Amsterdam-based studio’s installation “Enlightening the Future” is the Poliform Lounge. The Italian company develops furniture systems and interior design accessories that blend into architecture perfectly. In this unique atmosphere, visitors will have the opportunity to experience the Audi A6 e-tron concept, a high-tech all-electric sedan with two electric motors, 350 kW of power, and 800-volt technology for particularly fast charging. “Design and Audi are simply inseparably linked. The Audi A6 e-tron concept and the Audi RS e-tron GT\*, which will also be on display, are two outstanding examples of the perfect combination of highly emotional design, fascinating lighting systems, and cutting-edge technology,” said Henrik Wenders, Head of Audi Brand.

### **Audi City Lab to remain open after Milan Design Week**

The Audi City Lab at Via della Spiga 26 will also be open to the public after Milan Design Week. To coincide with MiArt/Art Week and Fashion Week, visitors will be able to enjoy an exhibition by fashion and portrait photographer Albert Watson, among others, until September 27. In addition, there will also be an opportunity to see the Audi Q4 Sportback e-tron\* for the first time in Italy on Via Montenapoleone – alongside the Audi Q4 e-tron\*, of course.

**The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.**

\*The collective fuel consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.



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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 19 locations in 12 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy), and Ducati Motor Holding S.p.A. (Bologna/Italy).

In 2020, the Audi Group delivered to customers about 1.693 million automobiles of the Audi brand, 7,430 sports cars of the Lamborghini brand and 48,042 motorcycles of the Ducati brand. In the 2020 fiscal year, AUDI AG achieved total revenue of €50.0 billion and an operating profit before special items of €2.7 billion. At present, 87,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.

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### **Fuel consumption of the models named above**

*Information on fuel/electricity consumption and CO<sub>2</sub> emissions in ranges depending on the tires and alloy wheel rims used and on the equipment and accessories of the car.*

#### **Audi RS e-tron GT**

Combined electric power consumption in kWh/100 km (62.1 mi): 22.5–20.6 (WLTP), 20.2–19.3 (NEDC); combined CO<sub>2</sub> emissions in g/km (g/mi): 0

#### **Audi Q4 e-tron**

Combined electric power consumption in kWh/100 km (62.1 mi): 21.3–17.0 (WLTP); 18.2–15.8 (NEDC); combined CO<sub>2</sub> emissions in g/km (g/mi): 0

#### **Audi Q4 Sportback e-tron**

Combined electric power consumption in kWh/100 km (62.1 mi): 20.9–16.6 (WLTP); 17.9–15.6 (NEDC); combined CO<sub>2</sub> emissions in g/km (g/mi): 0

The indicated consumption and emissions values were determined according to the legally specified measuring methods. Since September 1, 2017, type approval for certain new vehicles has been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO<sub>2</sub> emissions. Since September 1, 2018, the WLTP has gradually replaced the New European Driving Cycle (NEDC). Due to the realistic test conditions, the fuel consumption and CO<sub>2</sub> emission values measured are in many cases higher than the values measured according to the NEDC. Vehicle taxation could change accordingly as of September 1, 2018. Additional information about the differences between WLTP and NEDC is available at [www.audi.de/wltp](http://www.audi.de/wltp).

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer. They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electrical consumption, CO<sub>2</sub> emissions and performance figures.

Further information on official fuel consumption figures and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the "Guide on the fuel economy, CO<sub>2</sub> emissions and power consumption of all new passenger car models," which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany ([www.dat.de](http://www.dat.de)).