

Audi delivers company cars to FC Bayern and adds the club's app to its digital ecosystem

- **Electrifying:** FC Bayern's fleet consists entirely of all-electric premium vehicles
- **Mobile:** Audi integrates the official FC Bayern app into its vehicles
- **Holistic:** Starting this year, Audi is supporting the club's youth and development programs, adding to its partnerships with the men's and women's soccer teams

Ingolstadt, October 15, 2024 – FC Bayern Munich's stars up close: The club receives company cars for the current soccer season at the Audi Piazza in Ingolstadt. Audi employees hand over the keys to all-electric premium vehicles to several players, coaches, and officials. Fans of Germany's most successful club can now download the official FC Bayern app from the Audi Application Store¹, which offers users access to the latest news, live match updates and match reports, all optimized for in-car use.

Superstar Harry Kane, Germany's captain Joshua Kimmich, head coach Vincent Kompany, and goalkeeper Manuel Neuer will drive an Audi SQ8 SUV e-tron*. German international Jamal Musiala has opted for an Audi Q6 SUV e-tron* while rising star Aleksandar Pavlović has chosen an Audi Q4 e-tron*: FC Bayern Munich players, coaches, and officials receive their new company cars for the current soccer season. The fleet has consisted entirely of all-electric vehicles since 2020.

Like central defender Dayot Upamecano, the assistant coaches have chosen the Audi SQ6 SUV e-tron*. Among its standout features, the sporty sibling of the Q6 SUV e-tron* boasts a range of up to 598 kilometers and offers impressive charging performance. With the Q6 e-tron series, electric mobility is rolling off the line in Ingolstadt for the first time. Another popular model is the Audi RS e-tron GT performance*, which will be driven this season by players such as Thomas Müller, Konrad Laimer, and Leon Goretzka. Mythos Black Metallic and Daytona Gray Pearl Effect are among the most popular colors.

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/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

A hint of match-day excitement at the Audi Piazza

Match day announcer Stephan Lehmann welcomes the players from Germany's record championship club on their arrival on the FC Bayern team bus.

Audi CEO and FCB Supervisory Board Member Gernot Döllner emphasizes the importance of the long-standing partnership: "FC Bayern has been a strong partner at our side for over 22 years. We share the high standards we set for ourselves and the goal of being at the top of our respective fields. As we move towards an electric future, FC Bayern's professional players are important ambassadors, helping to inspire people about electric mobility with our all-electric models. In terms of sportiness, our vehicles are a perfect match for the club's soccer pros."

Eleven Audi employees, selected from many who applied via the company's intranet, handed the keys to the team and were able to spend some time with them. The stars have allowed plenty of time for autographs and selfies with fans. Michael Diederich, Vice Chairman of FC Bayern Munich, remarks: "Whether as a team on the pitch or off the field in our society, we can only change things together. At FC Bayern, we value sustainability, and as a club, we want to set a positive example for our millions of fans around the world when it comes to electric mobility. Our trusted partnership with Audi is a key component of FC Bayern's sustainability strategy, 'Mitnand'."

The official FC Bayern app is now integrated into Audi vehicles

The partnership between FC Bayern and Audi is centered around a strategic cooperation in innovation and electrification. Players can access 38 charging points at the club's grounds on Säbener Straße in Munich. Audi and FC Bayern have also installed over 50 charging points at the Allianz Arena.

FC Bayern Munich is also enriching Audi's digital ecosystem. The official FC Bayern app is now available for download in selected models via the Audi Application Store¹. Audi has optimized the free app for in-car use, providing users with the latest news and match results via the Multi Media Interface (MMI).

¹ Requirements for use of the FC Bayern app: The FC Bayern app is available in models that are equipped with the latest hardware and software cluster of the third-generation modular infotainment system (MIB 3) and support the Audi Application Store. Currently, these are the Audi A4, Audi A5, Audi Q3, Audi Q5, Audi Q7, Audi A6, Audi A7, Audi A8, Audi Q4 e-tron, Audi Q8 e-tron, Audi e-tron GT as well as models based on the Premium Platform Electric (PPE) like the Audi Q6 e-tron. A myAudi account is required to use the Audi Application Store. An active Internet connection via bookable data packages or a smartphone is required to use the FC Bayern app. Currently, the FC Bayern app is only available in Germany.

The app offers access to FC Bayern's web radio, play-by-play updates, match reports, stats, and schedules during matches. It also provides exclusive content such as interviews, livestreams, and match replays, for which a subscription is required. Occupants can access many functions while on the go but can only watch videos on the optional passenger display or when the car is stationary.

Audi has supported FC Bayern Munich's men's team since 2002. In 2020, the partnership with Germany's record champions was extended to 2029. The premium car manufacturer has also supported the FC Bayern women's team since 2021. In early 2024, the partnership was expanded to include the club's youth and development programs, making it a comprehensive partner for FC Bayern's activities in elite men's, women's, and youth sports. Audi has been a shareholder in FC Bayern München AG since 2011.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 21 locations in 12 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2023, the Audi Group delivered 1.9 million Audi vehicles, 13,560 Bentley vehicles, 10,112 Lamborghini vehicles, and 58,224 Ducati motorcycles to customers. In the 2023 fiscal year, Audi Group achieved a total revenue of €69.9 billion and an operating profit of €6.3 billion. Worldwide, an annual average of more than 87,000 people worked for the Audi Group in 2023, more than 53,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.

Fuel/electric power consumption and emissions values of the models named above:

Audi SQ8 SUV e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 28.0–25.2;
combined CO₂ emissions in g/km: 0 g/km; CO₂ class: A

Audi Q6 e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 18.5–17.5;
combined CO₂ emissions in g/km: 0 g/km; CO₂ class: A

Audi Q4 e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 19.2–16.1;
combined CO₂ emissions in g/km: 0 g/km; CO₂ class: A

Audi RS e-tron GT performance

Combined electric power consumption in kWh/100 km (62.1 mi): 20.8–18.7;
combined CO₂ emissions in g/km: 0 g/km; CO₂ class: A