



Audi equips Real Madrid with new company car fleet

- **Audi SUVs are clearly football stars' first choice**
- **19th year of partnership between Audi and Real Madrid**
- **All models with quattro drive and electrification**

Ingolstadt, February 23, 2021 – Spanish record football champion Real Madrid has received its new company cars from Audi. Once again, Audi's models from the Q family are particularly popular with the pros from Madrid. In addition to proven quattro technology, all cars of the new fleet have electrified powertrains on board for the first time.

The partnership between premium brand Audi and European top-flight club Real Madrid has existed for two decades. As part of the cooperation, players and coaches of the record Champions League winner's first team regularly get to enjoy new Audi models as their company cars. Now, the team in Madrid has received its new Audi fleet. Three car categories in particular have found favor with the top-flight athletes: SUV, Gran Turismo and Avant.

Once again, Audi's SUVs are the most popular models with the international football stars. Especially the Q models are in demand with players on all positions from keeper Thibaut Courtois to midfield ace Toni Kroos to top scorer Karim Benzema. The cars selected also include the Audi e-tron Sportback*. The first all-electric SUV of the brand with the four rings is pioneering a novelty this year: in addition to quattro technology, all the models chosen by the Madrilenians have electric powertrain technology from Audi on board – from mild hybrid to fully electric.

As a fitting example, Real's wish list included a plug-in hybrid: the Gran Turismo Audi A7 Sportback* is now the first TFSI e Audi in the lineup of the team from Spain's capital city.

At the same time, a consistent trend of the long-standing partnership has continued. Several of Real's stars will again be on the road with Audi models from the particularly sporty RS family. Head coach Zinedine Zidane and team captain Sergio Ramos, for instance, opted for an Audi RS 6 Avant*. Thanks to mild-hybrid systems and cylinder deactivation under part load, the high-performance station wagon delivers modern efficiency.

With a current deficit of just three points to same-city rival and current front runner Atlético Madrid, Real continues to have all chances of defending the champion's title in the Spanish League. On Wednesday (February 24), the first leg of the eighth-finals against Atalanta will be played in Bergamo. The fact that Real Madrid decided the most recent five Champions League rounds in Italy in its favor might be a good omen.

*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 17 locations in 11 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 2019 fiscal year, AUDI AG achieved total revenue of € 55.7 billion and an operating profit of € 4.5 billion. At present, about 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.



Fuel consumption of the models named above

Information on fuel/electricity consumption and CO₂ emissions in ranges depending on the tires and alloy wheel rims used and on the equipment and accessories of the car.

Audi A7 Sportback

Combined fuel consumption in l/100 km: 11.6–4.3;

Combined CO₂ emissions in g/km: 265–113

Audi e-tron Sportback

Combined electric power consumption in kWh/100 km: 26.3–21.6 (WLTP); 23.9–20.6 (NEDC);

Combined CO₂ emissions in g/km: 0

Audi RS 6 Avant

Combined fuel consumption in l/100 km: 11.7–11.5;

Combined CO₂ emissions in g/km: 268–263

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 CO₂ 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 CO₂ 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.

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, CO₂ emissions and performance figures.

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the "Guide on the fuel economy, CO₂ 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).