

Audi RS Q e-tron wows Madrid: Carlos Sainz/Lucas Cruz in the rally car in the city center

- **Prototype with electric drive attracts high attention**
- **Tour of Spanish capital along famous landmarks**
- **Video: [#DakarCityTour Madrid](#)**

Neuburg a. d. Donau, September 20, 2023 – From the desert to the city: Audi not only uses the forward-looking drive technology of the RS Q e-tron in the Dakar Rally, but also specifically demonstrates it in metropolises. After the rally car’s highly acclaimed city tour through Hamburg a year ago, Madrid was now on the agenda. In the home of Spanish Audi factory drivers Carlos Sainz/Lucas Cruz, the innovative low-emission prototype headed for well-known sights. A wave of joy and curiosity from many passers-by accompanied the emotional drive. The appearance of Audi’s high-tech ambassador generated a lot of sympathy and unique images.

The tour began in the Las Ventas arena, which is around 90 years old. From the catacombs, Sainz and Cruz drove into the arena interior, where the RS Q e-tron spectacularly demonstrated the power of its 263 kW (358 hp) electric drive during drifts. The Fuente de Cibeles fountain, surrounded by the Palacio de Buenavista, the Palacio de Linares and the Palacio de Cibeles, was the next point on the tour as one of Madrid’s prominent landmarks. At the Fuente de Neptuno the Audi RS Q e-tron then drifted in typical rally style. From there, Sainz and Cruz drove down the Gran Vía. Again and again, many passers-by turned to look at the eye-catching car, marveled, took pictures and asked for autographs, which the two professionals were only too happy to give. The Plaza de Oriente in the historic city center, bordered by the Palacio Real and the Teatro Real, finally formed the worthy photo backdrop at the end of the tour. “That was an unforgettable drive in my homeland,” Carlos Sainz was pleased to say. “Even though we weren’t in rally mode for once: We generated a lot of attention and showed that electromobility and automotive fun can reach a large audience.”

Audi has been one of the pioneers of electrification in motorsport since 2012. The brand has developed the RS Q e-tron with electric drive and energy converter to succeed in desert motorsport with a low-emission model. The energy converter consists of an internal combustion engine and a generator. Since this season, Audi has been using a sustainable fuel that saves over 60 percent of carbon dioxide emissions. Last year, Team Audi Sport achieved overall victory in the Abu Dhabi Desert Challenge. In two editions of the Dakar Rally so far, the RS Q e-tron has also clinched six stage victories and a total of 28 podium results in the one-day classifications. Carlos Sainz/Lucas Cruz have contributed to this with three stage wins and nine further podium finishes.

> **Photos: [#DakarCityTour 2023](#)**

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