



Product and Technology Communications

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Audi: Seven world premieres in Geneva

- **Audi R8 V10, R8 V10 plus, R8 LMS, R8 e-tron, Q7 e-tron quattro, RS 3 Sportback and the Audi prologue Avant concept car**
- **Innovations on show at Audi's 2015 International Motor Show stand in Geneva**
- **Press conference on Tuesday, March 3, 10:50 a.m. in Hall 1**

Geneva, March 2, 2015 – Seventh heaven: From March 5 to 15, Audi will be showing seven impressive new models at the International Motor Show in Geneva. Alongside the Audi prologue Avant concept car, the Audi stand at Europe's biggest auto show of 2015 will also exhibit four new Audi R8 models. The Audi Q7 e-tron quattro marks the arrival of the first plug-in hybrid in the Q model series. Meanwhile, the Audi RS 3 Sportback sits proudly on the podium as the most powerful premium compact car in the world.

In Geneva, Audi is showing the second generation of its high-performance R8* sports car. The V10 mid-engine and a newly developed quattro drive ensure sporty driving performance, especially in the top-of-the-range version with 449 kW (610 hp): achieving 0 to 100 km/h (*62.1 mph*) in just 3.2 seconds, its top speed is 330 km/h (*205.1 mph*).

The second generation of the Audi R8 forms the basis for more models. The latest evolutionary version of the electrically-powered R8 e-tron supercar achieves a performance figure of 340 kW and a torque of 920 Nm (*678.6 lb-ft*). It sprints from a standstill to 100 km/h (*62.1 mph*) in 3.9 seconds. Thanks to new battery cells, the range could be more than doubled compared to the first version of this technological wonder – it is now more than 450 kilometers (*279.6 mi*).

The new Audi R8 LMS race car was developed based on the new GT3 regulations due to come into effect worldwide from 2016. This year it will already be put through its paces at the factory. Despite massive performance increases, around 50 percent of its components are the same as the series-production car.

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



By presenting the Q7 e-tron quattro, Audi introduces its second vehicle featuring a plug-in hybrid drive system. The large SUV is the world's first plug-in hybrid car with a six-cylinder diesel engine and permanent all-wheel drive. Powered by the lithium-ion battery, the large SUV covers up to 56 kilometers (*34.8 mi*) on electric power alone – quietly, powerfully and with zero local emissions. Together with the diesel engine, the car can cover a total distance of 1,410 kilometers (*876.1 mi*). According to the ECE standard for plug-in hybrid vehicles, the Audi Q7 e-tron quattro needs only 1.7 liters of diesel fuel per 100 kilometers (*138.4 US mpg*) – with a CO₂ emission level of less than 50 grams per kilometer (*80.5 g/mi*) and a new best value in the segment.

The new RS 3 Sportback* – the world's most powerful car in the premium compact class – serves up 270 kW (367 hp). The 2.5 TFSI engine accelerates the five-door model from 0 to 100 km/h (*62.1 mph*) in 4.3 seconds and goes on to reach an optional top speed of 280 km/h (*174.0 mph*). Offering immense pulling power, utmost responsiveness and its very own musical note, the engine's brand-typical throaty five-cylinder sound reminds us of the very first quattro. A seven-speed S tronic, which shifts even faster than in the previous model, directs the power of the 2.5 TFSI to the quattro permanent all-wheel drive system. The current car is set up for ultimate driving pleasure.

The Audi prologue Avant – the new interpretation of the Avant philosophy – combines dynamics, form and function in a perfect synthesis. With a length of 5.11 meters (*16.8 ft*) and a width of 1.97 meters (*6.5 ft*), the five-door car with its pioneering body concept positions itself in the luxury class. At the same time, it offers unmistakable sportiness and variability. Technology is becoming an experience, both outside and inside: The driver and up to three passengers can enjoy a luxurious interior and are digitally connected thanks to a state-of-the-art infotainment architecture and connect technology.

The Audi prologue Avant uses technology is equipped with the plug-in hybrid drive from the Audi Q7 e-tron quattro which achieves even higher performance in the show car. 335 kW (455 hp) of system power output by the 3.0 TDI engine and the electric motor in combination make the car sprint from 0 to 100 km/h (*62.1 mph*) in 5.1 seconds.

Further information on all innovations on show in Geneva can be found at [Audi MediaServices](#) and in the [digital press kit](#).

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Fuel consumption of the models named above:

Audi R8:

Combined fuel consumption in l/100 km: 12.4 – 11.8 (*19.0 – 19.9 US mpg*)**;
Combined CO₂-emissions in g/km: 289 – 275 (*465.1 – 442.6 g/mi*)**

Audi RS 3 Sportback:

Combined fuel consumption in l/100 km: 8.1 (*29.0 US mpg*)**;
Combined CO₂-emissions in g/km: 189 (*304.2 g/mi*)**

**The fuel consumption and the CO₂ emissions of a vehicle vary due to the choice of wheels and tires. They not only depend on the efficient utilization of the fuel by the vehicle, but are also influenced by driving behavior and other non-technical factors.

The Audi Group delivered approximately 1,741,100 cars of the Audi brand to customers in 2014. In 2013, the company reported revenue of €49.9 billion and an operating profit of €5.03 billion. The company operates globally in more than 100 markets and has production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). Since the end of 2013, the brand with the Four Rings has also been producing cars in Foshan (China). As of mid-2015, Audi will operate a production facility in São José dos Pinhais (Brazil), followed by San José Chiapa (Mexico) in 2016. Wholly owned subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy), the sports motorcycle manufacturer. The company currently employs approximately 80,000 people worldwide, thereof approximately 55,800 in Germany. Total investment of around €24 billion is planned from 2015 to 2019 – primarily in new products and sustainable technologies. Audi is committed to its corporate responsibility and has anchored the principle of sustainability for its products and processes in its strategy. The long-term goal is CO₂-neutral mobility.