



## **Digital world premiere: Presentation of the Audi RS Q e-tron for the Dakar Rally**

- **Presentation on the Audi MediaCenter from 1 PM CEST onwards on Friday**

**Neuburg a. d. Donau, July 21, 2021 – Just under a year after the initial concept idea, Audi Sport has started testing the Audi RS Q e-tron with which the company will be competing in the Dakar Rally for the first time in January 2022.**

Unique: Audi wants to be the first car manufacturer to use an electrified drivetrain in combination with an efficient energy converter (TFSI) to fight for overall victory against conventionally-powered competitors in one of the world's toughest rallies.

We cordially invite you to the:

**Digital World Premiere of the new Audi RS Q e-tron  
on Friday, July 23, from 1 PM (CEST)**

Presenter Molly Pettit will guide you through the digital presentation, wherein Julius Seebach and his team will introduce you to one of the most technologically-advanced vehicles that Audi Sport has ever brought into racing.

We would be very pleased if you could attend. You can access the digital world premiere on Friday from 1 PM CEST at the following link: [www.audimedia.tv](http://www.audimedia.tv).

Following the presentation, you will find extensive photo material, films and background information on the new Audi RS Q e-tron in the Audi MediaCenter.

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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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