Electrification 2.0: pros from FC Bayern receive Audi e-tron GT

- **Vehicle handover: all-electric high-performance model for FC Bayern players**
- **Fun on the racetrack: soccer stars compete against pro race car drivers in an Audi e-tron GT***
- **Head of Audi Brand Henrik Wenders: "This partnership showcases how two strong brands are authentically shaping the future."**

Neuburg, July 30, 2021 – Audi and FC Bayern are pushing ahead with the electrification of the soccer club that has the most members in the world. A total of 15 FC Bayern players and officials are now using the all-electric Audi e-tron GT* or Audi RS e-tron GT* premium models as their company cars. The official handover of the sporty electric cars took place on July 29 at the Audi Driving Experience Center in Neuburg an der Donau. Here, several FC Bayern stars experienced just how much fun it is to drive Audi's premium electric car for the first time.

Audi is working with FC Bayern to raise awareness of the forward-looking concept of e-mobility. In September 2020, FC Bayern and Audi kicked off their journey toward sustainable mobility together. Since then, the club's fleet has been continuously converted to EVs. A large number of players and members of the club's management are now on the road with the all-electric Audi e-tron* or Audi e-tron Sportback*.

Now the partners are taking the next step in the electrification of FC Bayern's vehicle fleet – a total of 15 FC Bayern players and officials are now also driving the powerful, sporty, and emotional flagship among Audi's electric cars, namely the Audi e-tron GT* and Audi RS e-tron GT*.

At the official handover at the Driver Experience Center in Neuburg, ten FC Bayern players experienced the mesmerizing acceleration of the sporty electric car and how smoothly it negotiates the curves. Among them were members of the German national team Leroy Sané, Leon Goretzka, and Serge Gnabry as well as Bundesliga record scorer Robert Lewandowski.

The soccer players used the test track at the Audi Driving Experience Center to put their driving skills and reflexes to the test. Under the guidance of Formula E champions Lucas di Grassi and René Rast, they tried to find the ideal line in the Audi e-tron GT* and the Audi RS e-tron GT*.

"The power of the Audi RS e-tron GT is electrifying," trainer Julian Nagelsmann marveled at the car's acceleration, which remains exceptional even during sprints completed several times in succession thanks to intelligent thermal management. "Electric vehicles are definitely the future of mobility."

*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.

“Amazing how smoothly the Audi RS e-tron GT whizzes through the curves,” commented soccer star Leroy Sané about the vehicle, which he drove impressively easily around the circuit. He went on to praise what he saw as a successful combination of driving enjoyment, design, performance, sportiness, and sustainability.

“When imagination and passion come together, great achievements are the result. This equally applies to our partner FC Bayern as it does to Audi,” said Henrik Wenders, Head of Audi Brand. “The Audi e-tron GT and Audi RS e-tron GT are the epitome of intelligent performance. These models are already shaping the future of the Audi brand. So it makes perfect sense that these brand ambassadors would join forces with FC Bayern’s brand ambassadors to show how both brands are committed to progress together.”

“FC Bayern exemplifies a responsible approach to the environment and mobility,” said Andreas Jung, Executive Board Member responsible for marketing at FC Bayern. “Together with Audi, we want to inspire people to do more to combat climate change – through positive examples of a successful transformation. The electrification of our fleet with the Audi e-tron* and installing charging points at our training grounds and the Allianz Arena are great examples of this. We’re proud to have a shareholder like Audi – a company that perfectly marries sportiness and innovation with sustainability.”

Additional information:

Charging stations and EVs: Audi electrifies FC Bayern

FC Bayern and its partner Audi have installed 21 charging points for electric vehicles at the Allianz Arena.

Audi electrifies FC Bayern Munich

FC Bayern Munich is the first international soccer club to go electric.

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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.

Fuel consumption of the models named above
Information on fuel/electricity consumption and CO_2 emissions in ranges depending on the tires and alloy wheel rims used and on the equipment and accessories of the car.

Audi e-tron
Combined electric power consumption in kWh/100 km (62.1 mi)*: 26.1–21.7 (WLTP); 24.3–21.4 (NEDC); combined CO_2 emissions in g/km (g/mi)*: 0 (0)

Audi e-tron Sportback
Combined electric power consumption in kWh/100 km (62.1 mi)*: 25.9–21.0 (WLTP); 24.0–20.9 (NEDC); combined CO_2 emissions in g/km (g/mi)*: 0 (0)

Audi e-tron GT
Combined electric power consumption in kWh/100 km (62.1 mi)*: 21.8–19.9 (WLTP); 19.6–18.8 (NEDC); combined CO_2 emissions in g/km (g/mi)*: 0 (0)

Audi RS e-tron GT
Combined electric power consumption in kWh/100 km (62.1 mi)*: 22.5–20.6 (WLTP); 20.2–19.3 (NEDC); combined CO_2 emissions in g/km (g/mi)*: 0 (0)

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).