



**TV Communications**

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## **Live from Geneva: Press Conference of AUDI AG**

- **Seven world premieres at Geneva Motor Show 2015**
- **TV live transmission of Annual Press Conference via satellite**
- **Livestream on Audi Media TV, on the Facebook page of AUDI AG and mobile via the AudiMedia App**

**Ingolstadt, March 2, 2015 – In addition to the show car Audi prologue Avant, Audi is presenting four models of the new R8 family\*, the Audi Q7 e-tron quattro and the RS 3 Sportback\* at the Geneva International Motor Show, which takes place from March 5 to 15. The Audi press conference will already be held on Tuesday, March 3 at 10:50 a.m. The brand with the Four Rings will transmit it live on various channels and will provide interested media outlets with extensive material.**

**Tuesday, March 3, 2015  
10:50 a.m. (CET)  
Geneva Trade Fair Center (Palexpo)**

The livestream is available at [Audi Media TV](#). This link also offers the possibility to integrate the livestream of the event into other websites.

The press conference can be followed also on the livestream on the new [Facebook page](#) of Audi Communication and can be integrated using embedded code. For users of mobile devices, we are providing the stream via the [Audi Media App](#).

TV stations can record the press conference via downlink. TV footage is available at [Audi MediaServices](#). You will also find additional information there as well as images and the web video for the press conference.

– End –

\*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.



**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 CO<sub>2</sub> 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 CO<sub>2</sub> emissions in g/km: 189\*\* (*304.2 g/mi*)

\*\*The fuel consumption and the CO<sub>2</sub> 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 CO<sub>2</sub>-neutral mobility.



## Information for TV stations

Satellite Data "AUDI AG - Press Conference Geneva International Motor Show 2015"

Date: March 3, 2015  
Time: 09:50 - 10:05 GMT (10:50-11:05 CET)

Live transmission of the press conference / 16:9

Satellite: EUT 10A  
Transponder (digital): Tp. F5  
Slot: 19-24  
Downlink Frequency: 12.703,830 MHz  
Polarisation: horizontal  
Video Std: 1080i/50 Hz PAL

Audio Channels: Channel 1: IT; Channel 2: English

Modulation: DVB-S2 / 8 PSK  
Symbol rate: 7.2000 Msymb/s  
FEC: 3/4  
MPEG: 4:2:0 / MPEG4  
Encryption: No encryption