



TV Communications

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Live from Geneva: Three Audi world premieres at the 84th Geneva International Motor Show in 2014

- **March 4 from 9:00 a.m. (CET): Audi Press Conference**
- **March 4 from 4:00 p.m. (CET): Audi Sport Press Conference**
- **World premieres of Audi TT, Audi S1 and Audi S3 Cabriolet**
- **TV broadcast via satellite and live stream on Audi MediaTV**

Ingolstadt/Geneva, February 28, 2014 – With the exclusive world premiere of the Audi TT, Audi is presenting the latest generation of the legendary sports car at the International Motor Show in Geneva. The premium brand is also presenting two other models to the world's public: the Audi S1* and the S3 Cabriolet*.

Audi will broadcast both press conferences on March 4 via satellite and as a live stream on the internet on Audi MediaTV.

Audi Press Conference
Tuesday, March 4, 2014
9:00 a.m. (CET)
Geneva

Audi Sport Press Conference
Tuesday, March 4, 2014
4:00 p.m. (CET)
Geneva

Audi MediaTV (www.audimedia.tv) will broadcast in English and is also offering the option of incorporating the live stream into other websites. The press conference in German can be accessed on the Audi Communications [Facebook](#) page and can be incorporated using embedded code.

A recording of the full press conference will subsequently be made available on the Audi MediaServices website (www.audi-mediaservices.com). An overview of all content is provided in the Audi Newsroom at: www.audi-newsroom.de.

Note: Technical support for local TV, web TV and radio productions is provided by Manuel Zagovec, Audi TV Communications.

The digital presskit for the Motor Show in Geneva will be available from March 4th, 2014, 9:00 a.m. CET on [this location](#).

***The fuel consumption of all models available on the German market and named in this article are listed at the end of this MediaInfo. (Feb. 2014)**



Fuel consumption of the models named above:

Fuel consumption figures Audi S1:

Combined fuel consumption in l/100 km: 7,1 - 7; Combined CO₂-emissions in g/km: 166 – 162

Fuel consumption figures Audi S3 Cabriolet:

Combined fuel consumption in l/100 km: 7,1; Combined CO₂-emissions in g/km: 165

The Audi Group delivered around 1,575,500 cars of the Audi brand to customers in 2013. From January through the end of September 2013 the Company posted revenue of €37 billion and an operating profit of €3.74 billion. The Audi Group is globally present in more than 100 markets and produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). The brand with four rings produces cars also in Foshan (China) since December 2013, in 2015 in São José dos Pinhais (Brazil) and 2016 in San José Chiapa (Mexico). AUDI AG's wholly owned subsidiaries include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and the sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The Group currently employs almost 73,000 people worldwide, including around 50,000 in Germany. Total investment of around €22 billion is planned from 2014 to 2018 – mainly in new products and sustainable technologies. Audi lives up to its corporate responsibility and has strategically established the principle of sustainability for its products and processes. The long-term goal is CO₂-neutral mobility.



**Audi AG at the Geneva Motor Show 2014
Press Conference**

Satellite details / Technical informations for TV media regarding live broadcast

USA / Canada / South America – live HD Feed

Date: March 04. 2014
Time: 03:00 am – 03:15 am EST / 08:00 – 08:15 am GMT

Live feed to start at apprx. 02:50 am EST/07:50 am GMT

Satellite:	IS 805 on 304,5° east
Transponder (digital):	14/14, Channel GH
Downlink Frequency:	4.022,000 MHz
Polarisation:	Y
Video Std:	1080i/59,9Hz in NTSC
Audio Channels:	Channel 1: IT ; Channel 2: English
Modulation:	DVB-S2 / 8PSK
Symbol rate:	14.400 Msym/s
FEC:	3/4
MPEG:	4:2:2 / MPEG2
Encryption:	No encryption



Europe / Middle East – live HD Feed

Date: March 04. 2014
Time: 09:00 – 09:15 am CET / 08:00 – 08:15 am GMT

Live feed to start at apprx. 08:50 am CET /07:50 am GMT

Satellite: EUT 10 A
Transponder (digital): F5, Channel 13-24
Downlink Frequency: 12.699,330 MHz
Polarisation: X
Video Std: 1080i/50 Hz PAL
Audio Channels: Channel 1: IT ; Channel 2: English
Modulation: DVB-S2 / 8PSK
Symbol rate: 14.400 Msym/s
FEC: 3/4
MPEG: 4:2:2 / MPEG2
Encryption: No encryption

Contact on site: Benjamin, 0049-179-1008034



Middle East / Asia / Australia – live HD Feed

Date: March 04. 2014
Time: 08:00 – 08:15 am GMT

Live feed to start at apprx. 07:50 am GMT

Satellite: Asiasat 5
Transponder (digital): C 7H, Channel 7A18
Downlink Frequency: 3.871,000 MHz
Polarisation: X
Video Std: 1080i/50 Hz PAL
Audio Channels: Channel 1: IT ; Channel 2: English
Modulation: DVB-S2 / 8PSK
Symbol rate: 14.400 Msym/s
FEC: 3/4
MPEG: 4:2:2 / MPEG2
Encryption: No encryption

Contact on site: Benjamin, 0049-179-1008034