



TV Communications

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Live on Audi MediaTV: two world debuts at L.A. Auto Show 2014

- Audi study groundbreaking new era of design
- World debut of Audi A7 Sportback h-tron quattro concept car
- Audi Press Conference live: November 19 from 6:00 p.m. (CET)

Ingolstadt/Los Angeles, November 18, 2014 – [Audi MediaTV](#) is broadcasting live from the L.A. Auto Show 2014 and covering the Audi Press Conference in full. The brand with the four rings is presenting the first show car created by new design chief Marc Lichte, with an interior and exterior to redefine the benchmark. Another pioneering development is the Audi A7 Sportback h-tron quattro technology demonstrator, a plug-in hybrid with hydrogen fuel cell.

In addition to the concept car and the Audi A7 Sportback h-tron quattro study, Audi is giving several models their first showing in the United States, including the Audi TTS Coupé, Audi TT Roadster, Audi R8 competition and Audi S7 Sportback. [Audi MediaTV](#) is broadcasting the Audi Press Conference live and in full on November 19.

Audi Press Conference
Wednesday, November 19, 2014
9:00 a.m. (Standard Pacific Time)
6:00 p.m. (CET)
Los Angeles, CA

Audi MediaTV is the principal moving-pictures platform used by Audi Communications for showing live events and high-quality moving-image material from the world of Audi. Journalists, multipliers and online users can download footage from Audi MediaTV free of charge. In addition, you have access to news and exclusive background information on new products and events worldwide, and can also use the embed code feature to integrate the content into your own websites. Audi makes all features available in German and English.

– 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 TT Roadster:

Combined fuel consumption in l/100 km: 7.5 – 4.3 (*31.4 – 54.7 US mpg*);

Combined CO₂ emissions in g/km: 174 – 114 (*280.0 – 183.5 g/mi*)

Audi A6 family:

Combined fuel consumption in l/100 km: 9.6 – 4.2 (*24.5 – 56.0 US mpg*);

Combined CO₂ emissions in g/km: 224 – 109 (*360.5 – 175.4 g/mi*)

Audi S7 Sportback

Combined fuel consumption in l/100 km: 9.3 (*25.3 US mpg*);

Combined CO₂ emissions in g/km: 215 (*346.0 g/mi*)

Audi R8 competition

Combined fuel consumption in l/100 km: 12,9 (*18.23 US mpg*)

Combined CO₂ emissions in g/km: 299 (*481.19 g/mi*)

The Audi Group delivered approximately 1,575,500 cars of the Audi brand to customers in 2013. As one of the most successful models, the Audi A3 has been awarded the title of “World Car of the Year 2014” by an international jury of journalists (combined fuel consumption in l/100 km: 7.1 – 3.2; combined CO₂ emissions in g/km: 165 – 85). 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). In 2015, Audi will start production 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 76,000 people worldwide, thereof more than 53,400 in Germany. Total investment of around €22 billion is planned from 2014 to 2018 – 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.