



TV Communications

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Live on Audi MediaTV: world premiere of the Audi Q7 at the North American International Auto Show, Detroit 2015

- World premiere of the Audi Q7: up to 325 kilograms (*716.5 lb*) lighter
- US premiere of the Audi Q3: up to 17 percent lower consumption
- Audi Press Conference broadcast live; January 12 starting at 6:20 p.m. (CET)

Ingolstadt/Detroit, January 9, 2015 – Audi MediaTV is broadcasting live from the Detroit Auto Show 2015 and will show the Audi Press Conference in full. The brand with the four rings is also presenting the new Audi Q7* – the lightest SUV in its class. Compared with the previous model, curb weight has been reduced by 325 kilograms (*716.5 lb*). With its lightweight, multimaterial body and an all-new chassis, it offers superb comfort together with the performance of a sporty Audi – as well as top-notch CO₂ levels.

Another highlight of the Detroit Auto Show is the new Audi Q3*, which will be celebrating its US debut. Its new engines feature greater power, with up to 7 kW (10 hp), combined with lower consumption. CO₂ emissions have been reduced by 17 percent. Audi MediaTV is broadcasting the Audi Press Conference live and in full on January 12, 2015.

Audi Press Conference

Monday, January 12, 2015

12:20 p.m. (Eastern Standard Time)

6:20 p.m. (CET)

[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 can access 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.

*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 Q7:

Combined fuel consumption in l/100 km: 8.3 – 5.7** (*28.3 – 41.3 US mpg*);
Combined CO₂ emissions in g/km: 183 – 149** (*294.5 – 239.8 g/mi*)

Audi Q3:

Combined fuel consumption in l/100 km : 8.6 – 4,4** (*27.4 – 53.5 US mpg*);
Combined CO₂ emissions in g/km: 203 – 114** (*326.7 – 183.5 g/mi*)

**The fuel consumption and the CO₂ 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.

With 1.591.100 deliveries to customers as of November 2014, the Audi Group has exceeded its total sales volume of 2013 (1.575.500). 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). 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 CO₂-neutral mobility.



**Audi AG at the NAIAS Detroit 2015
Press Conference**

Satellite details / Technical information for TV media regarding live broadcast

USA / Canada / South America – live HD Feed

Date: January 12, 2015

Time: 12:20 pm – 12:45 pm EST / 05:20 pm – 05:45 pm GMT

Live feed to start at approx. 10:10 am EST / 03:10 pm GMT

Satellite:	Intelsat 805
Transponder (digital):	24/24 Slot AB
Downlink Frequency:	3.968,000 MHz
Polarisation:	horizontal
Video Std:	1080i/60Hz in NTSC
Audio Channels:	Channel 1+2: IT
Modulation:	DVB-S2 / 8 PSK
Symbol rate:	14.4000 Msymb/s
FEC:	3/4
MPEG:	4:2:2 / MPEG2
Encryption:	No encryption

Contact on site: Benjamin Kern, 0049-179-1008034



Europe / Middle East – live HD Feed

Date: January 12, 2015

Time: 06:20 pm – 06:45 pm CET / 05:20 pm – 05:45 pm GMT

Live feed to start at approx. 3:10 pm GMT

Satellite:	EUT 10A
Transponder (digital):	Tp. F5
Slot:	1-6
Downlink Frequency:	12.676,830 MHz
Polarisation:	horizontal
Video Std:	1080i/50 Hz PAL
Audio Channels:	Channel 1+2: IT
Modulation:	DVB-S2 / 8 PSK
Symbol rate:	7.2000 Msymb/s
FEC:	3/4
MPEG:	4:2:0 / MPEG4
Encryption:	No encryption

Contact on site: Benjamin Kern, 0049-179-1008034



Middle East / Asia / Australia – live HD Feed

Date: January 12, 2015

Time: 05:20 pm – 05:45 pm GMT

Live feed to start at apprx. 03:10 pm GMT

Satellite:	Asiasat 5
Transponder (digital):	C7H, Slot 7A9
Downlink Frequency:	3,866.500 MHz
Polarisation:	horizontal
Video Std:	1080i/50 Hz PAL
Audio Channels:	Channel 1+2: IT
Modulation:	DVB S2 / 8 PSK
Symbol rate:	7.2000 Msymb/s
FEC:	3/4
MPEG:	4:2:0 / MPEG4
Encryption:	No encryption

Contact on site: Benjamin Kern, 0049-179-1008034