



Electronic Media Communications

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Save the date: Audi presents Formula E Team on the livestream

- **Presentation of the brand's first all-electric racecar**
- **Live broadcast of the premiere via satellite, internet and smart TV**

Neuburg/Ingolstadt, September 26, 2017 – Audi is presenting its first electric race car on Wednesday evening. Champion Lucas di Grassi will drive the new Formula E car of team Audi Sport ABT Schaeffler on the stage at Audi Sport in Neuburg. The commitment to motorsport supports the company's transition from a traditional automotive manufacturer to a future-focused premium mobility service provider. Friends and fans of the brand can watch the event live worldwide on September 27 starting at 8 p.m. on www.audimedia.tv.

Audi is broadcasting the event by satellite, over the internet and via smart TV. A recording as well as additional TV footage will be available after the event ends at www.audimedia.tv.

**Presentation of the Audi Formula E team and race car
Wednesday, September 27, 2017,
starting at 8 p.m. (CEST)**

- on **Audi MediaTV**: www.audimedia.tv
(English, link provided for embedding the live stream in third-party websites)
- via smart TV using the **Audi MediaTV app**
- via satellite (English)
- on the Facebook pages of **AUDI AG** and of **Audi Sport**

– End –

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 16 locations in 12 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2016, the Audi Group delivered to customers about 1.868 million automobiles of the Audi brand, 3,457 sports cars of the Lamborghini brand and 55,451 motorcycles of the Ducati brand. In the 2016 fiscal year, AUDI AG achieved total revenue of €59.3 billion and an operating profit of €3.1 billion. At present, approximately 88,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.



Satellite details / technical information for TV media regarding live broadcast

Europe / Middle East – live HD feed

Date: September 27, 2017

Time: 20:00 – 21:00 CEST

Satellite: Astra 3B

Transponder (digital): Tp 3.021, Slot A9

Downlink frequency: 12,671.500 MHz

Polarization: X

Video std: 1080i/50 Hz PAL

Audio channels: Channel 1 +2: IT (English)

Modulation: DVB-S2 / 8 PSK

Symbol rate: 7.2000 Msymb/s

FEC: 3/4

MPEG: 4:2:0 / MPEG4

Encryption: No encryption

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