

## **Start of Production of the Audi Q8 e-tron edition Dakar at Audi Brussels**

- **In honor of the Dakar Rally victory with the Audi RS Q e-tron, the start of production of the Audi Q8 e-tron edition Dakar takes place today**
- **The Audi Q8 e-tron edition Dakar is the first electric Audi with improved off-road driving characteristics from the Audi e-tron family**
- **The plant in Brussels has been carbon-neutral since 2018 and is a pioneer of the cross-site environmental program Mission:Zero**

**Brussels, May 23, 2024 - Today, the first Audi Q8 e-tron edition Dakar rolls off the production line in Brussels. Inspired by the world's most important desert rally, this special edition embodies the spirit of innovation and adventure that defines the Dakar Rally.**

The Audi Q8 e-tron edition Dakar is based on the Q8 advanced 55 e-tron quattro, which has been produced in Brussels since the end of 2022. The first Audi Q8 e-tron edition Dakar will be delivered to a customer in Belgium. Further vehicles of the special model will find their way throughout Europe. "The Audi Q8 e-tron edition Dakar is an exclusive and coveted addition to the Audi e-tron family and we are proud to produce this vehicle in our carbon-neutral factory." says Volker Germann, CEO at Audi Brussels.

The Q8 e-tron edition Dakar offers optimized off-road capability, as the ground clearance has been increased by 31 millimeters. Off-road-compatible General Grabber AT3 off-road tires also improve acceleration and braking performance on loose surfaces. For those who want to take additional equipment with them on their adventures, the standard roof basket is an enrichment.

The Q8 e-tron edition Dakar is available in the colors Siam Beige metallic, Mythos Black metallic and Magnetic Gray. In addition, the Q8 e-tron edition Dakar offers a unique wrap, limited to 99 units, which is inspired by the legendary RS Q e-tron. Each foiled model bears a frosted serial number on the D-pillar. The first vehicle to roll off the production line today is one of the limited edition of 99.

This vehicle will be on display up close in the Jubelpark at the 20km race in Brussels next Sunday, May 26.

*The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.*

*\*The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

## **Brussels is a role model for sustainable production**

In 2018, Audi Brussels reached a significant milestone by becoming the first production site within the Audi Group that produces carbon-neutral. In addition, Audi Brussels is taking further decisive steps towards sustainability by implementing the cross-site Audi environmental program Mission:Zero. The environmental program focuses on four areas of action: Decarbonization, resource efficiency, biodiversity and sustainable water use.

One example of sustainable water use is the new Re-use Water project at the site. Since March 2024, Audi Brussels has been relying on a closed water cycle and treating the water required for production so that it can be reused at the site. This will reduce annual drinking water consumption by 80%, which corresponds to 100,000m<sup>3</sup> of water. This multi-layered approach underlines Audi Brussels' ongoing commitment to sustainability.

In this context, Audi Brussels now proudly presents the new Special Edition of the Q8 e-tron. As the first electric Audi with improved off-road driving characteristics, the Q8 e-tron edition Dakar is built at Audi Brussels' CO<sub>2</sub>-neutral production site. This enables electric driving also for off-road enthusiasts.

### **Audi Brussels Communication**

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 21 locations in 12 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2023, the Audi Group delivered 1.9 million Audi vehicles, 13,560 Bentley vehicles, 10,112 Lamborghini vehicles, and 58,224 Ducati motorcycles to customers. In the 2023 fiscal year, Audi Group achieved a total revenue of €69.9 billion and an operating profit of €6.3 billion. Worldwide, an annual average of more than 87,000 people worked for the Audi Group in 2023, more than 53,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.

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**Fuel/electric power consumption and emissions values of the models named above:**

**Audi Q8 e-tron edition Dakar**

Combined electric power consumption in kWh/100 km (62.1 mi): 25.2–24.9 (WLTP); combined CO2 emissions in g/km (g/mi): 0 (0) (with summer tires, without roof rack)

**Audi Q8 55 e-tron quattro**

Combined electric power consumption in kWh/100 km (62.1 mi): 24.4–20.6 (WLTP); combined CO2 emissions in g/km (g/mi): 0 (0)