

## **Success for Audi: The e-tron GT wins the Golden Steering Wheel as the most beautiful car of the year**

- Fully electric Gran Turismo receives the prestigious prize
- The award is the result of a vote among readers across Europe
- Audi e-tron GT\* emphasizes the claim as a “flagship model from Audi”

**Berlin, November 10, 2021 – In Germany’s 2021 Goldenes Lenkrad (Golden Steering Wheel) awards, the Audi e-tron GT\* won in the Most Beautiful Car of the Year category. The winner in this category prevailed against 69 other car models. Readers of the motoring magazine Auto Bild, its counterparts elsewhere in Europe, and the newspaper Bild am Sonntag, all submitted their votes for this prestigious competition over the summer.**

The 45th Golden Steering Wheel awards took place on November 9 at the Journalistenclub in Berlin’s Axel-Springer-Haus. During the ceremonies hosted by Barbara Schöneberger, Markus Duesmann, CEO of AUDI AG, was presented with the famous sculpture for “the Most Beautiful Car of the Year”. “In its design, the e-tron GT\* emphasizes our claim as an automotive design brand. With its impressive performance, it offers the most emotional kind of electromobility. And with its sustainable concept, it expresses an attitude. The e-tron GT\* is our flagship model,” said Duesmann.

### **A total of 70 new models competed against one another**

The Golden Steering Wheel is not only one of the most prestigious, but also the oldest automotive competitions in Germany – awarded for the first time in 1976. Some 70 new models were competing for the 2021 Golden Steering Wheel, distributed across 12 categories. What is particular about it is that the vote for the Most Beautiful Car of the Year is a cross-category competition and readers can vote for it directly. That means it is a real audience award and therefore a heartfelt choice for an emotional car.

### **The progressive e-tron GT sets off real award fireworks**

The e-tron GT\* is considered a trailblazer for Audi’s electric future, because from 2026, the company will only market new models with electric drive systems. The e-tron GT\* manifests emotional design, dynamic performance, and a sustainable concept – attributes that are turning this sports car into an icon of the Audi brand even now.

*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.*

Apart from the Golden Steering Wheel award, this claim also substantiates several other prizes.

That is how the Gran Turismo won the 2021 Autonis award for best design innovation in the luxury class given by the journal *auto motor und sport*. The German Car of the Year 2022 also went to the e-tron GT\* in the luxury category. The e-tron GT\* embodies the electric flagship in the Audi portfolio and, despite the fact that it has hardly been on the market for a year, it has the potential to become a real classic.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. The brands Audi, Ducati, Lamborghini and Bentley produce at 21 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. In the 2021 fiscal year, AUDI AG achieved a total revenue of €53.1 billion and an operating profit before special items of €5.5 billion. More than 89,000 people all over the world work for the Audi Group, around 58,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.

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**Fuel/electric power consumption of the models named above:****Audi e-tron GT quattro**

Combined electric power consumption in kWh/100 km (62.1 mi): - (NEDC); 21.6–19.6 (WLTP);  
combined CO<sub>2</sub> emissions in g/km (g/mi): 0 (0)

*Consumption and emissions values are only available according to WLTP and not according to NEFZ for this vehicle. Information on fuel consumption and CO<sub>2</sub> emissions in ranges are dependent on the chosen vehicle specification.*

*\*\*The indicated consumption and emissions values were determined according to the legally specified measuring methods. The WLTP test cycle completely replaced the NEDC on January 1, 2022, which means that no NEDC figures are available for vehicles with new type approvals from after this date.*

*The figures do not refer to a single, specific vehicle and are not part of the offering but are instead provided solely to allow comparisons of the different vehicle types. Additional equipment and accessories (add-on parts, different tire formats, etc.) may change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO<sub>2</sub> emissions and the performance figures for the vehicle.*

*Due to the more realistic test conditions, the consumption and CO<sub>2</sub> emission values measured are in many cases higher than the values measured according to the NEDC. This may result in corresponding changes in vehicle taxation since September 1, 2018. Additional information about the differences between WLTP and NEDC is available at [www.audi.de/wltp](http://www.audi.de/wltp)*

*Further information on official fuel consumption figures and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the "Guide on the fuel economy, CO<sub>2</sub> emissions and power consumption of all new passenger car models", which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany ([www.dat.de](http://www.dat.de)).*