

## **The Audi e-tron GT – a Gran Turismo unlike any other – now available in numerous markets**

- **In Germany, the e-tron GT\* starts at €99,800, the RS e-tron GT\* at €138,200**
- **A new era of Gran Turismo: sporty, comfortable, and sustainable**
- **Audi received numerous preorders for both of these impressive electric models**

**Ingolstadt, May 3, 2021 – It's an Audi unlike any other, and as of today, the e-tron GT is now on sale at dealerships across Europe. The fully electric Gran Turismo is available in two models, in both cases with all-wheel drive. As the Audi e-tron GT quattro\*, it has a starting price of 99,800 euros in Germany. The RS e-tron GT\* is available starting at 138,200 euros.**

With the launch of the Audi e-tron GT quattro\* and the RS e-tron GT\*, the brand with the four rings is blazing a trail into the emotional, extremely exciting future of electric mobility. The four-door coupe reinterprets the traditional Gran Turismo concept – its design expressive, its technology revolutionary. Two powerful electric motors – one on the front axle, the other on the rear axle – are responsible for the outstanding electric all-wheel drive. In the Audi e-tron GT quattro, they together deliver 350 kW (476 PS) and 630 Nm of torque; in the RS e-tron GT, those figures climb to 440 kW (598 PS) and 830 Nm of torque. With its 84 kWh capacity (net), the lithium-ion battery allows the models to achieve ranges of up to 501 kilometers, while its 800-volt technology ensures that the battery can be recharged extremely quickly. As a result, the Audi e-tron GT quattro\* and the RS e-tron GT\* also stand out thanks to their exceptional suitability for day-to-day use and long-distance trips.

The RS e-tron GT<sup>1</sup> is Audi's new electric flagship model, and can sprint from 0 to 100 km/h (62.14 mph) in 3.3 seconds and reach a top speed of 250 km/h (155.14 mph). Its chassis includes features such as adaptive three-chamber air suspension and an electronic differential lock on the rear axle. A coating of tungsten carbide on the brake pads further enhances the performance of the brake system, while the e-tron sport sound creates a fitting acoustic backdrop for this technological masterpiece. All of these features are also available for the Audi e-tron GT quattro\*. A number of options are available for both models, including up to 21-inch wheels, all-wheel steering, Matrix LED headlights with Audi laser light, and seat covers that contain a high percentage of recycled materials.

***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.***

### **The e-tron GT goes on sale today**

Customers have been able to preorder the all-electric Gran Turismo since mid-February, and Audi has received numerous preorders since then. The cars start shipping today in the 27 EU markets as well as in the United Kingdom. In Germany, the e-tron GT quattro\* has a list price starting at 99,800 euros, while the RS e-tron GT\* starts at 138,200 euros.

To coincide with the launch, Audi is unveiling the next phase of its global brand campaign in May with the slogan "Future is an Attitude", highlighting the trail the brand with the four rings is blazing into the future of sustainable premium mobility. It features actor and producer Tom Hardy, a longtime ambassador of the brand, who shares the passion of Audi for sustainability, design, and performance that is embodied by the new Audi RS e-tron GT\*. The accompanying TV spot "Passion Creates Progress" was produced using innovative technology that renders virtual environments in real time, thereby enabling a more sustainable method of production. All those interested can find further campaign elements [online](#).

### **The Audi e-tron is the world's best-selling premium electric car**

With the launch of the e-tron GT, AUDI AG is continuing its transformation into a provider of sustainable premium mobility. In 2020, the brand with the four rings was by far the largest manufacturer of electric vehicles among Germany's three premium brands. The extremely successful Audi e-tron and e-tron Sportback models recorded year-over-year growth of 79.5 percent last year, with 47,324 units delivered to customers. Globally, the Audi e-tron is the best-selling electric vehicle offered by a German premium manufacturer; in Norway, it was even the best-selling model overall in 2020.

More than 80 percent of the models in Audi's range are currently available with an all-electric or electrified drive system, including plug-in hybrid drives (PHEV) and mild hybrid systems (MHEV). And the carmaker's EV offensive continues to pick up steam, with Audi increasing the number of all-electric models (BEVs) in its range from three to seven this year. Looking ahead, the company intends to have more than 20 all-electric models and an expanded PHEV lineup on the road by 2025.

#### **Corporate Communications**

Sina Clemendt  
Spokesperson Sales and Marketing  
Phone: +49 152 57718455  
E-Mail: [sina.clemendt@audi.de](mailto:sina.clemendt@audi.de)  
[www.audi-mediacyber.com](http://www.audi-mediacyber.com)

#### **Product and Technology Communications**

Christian Hartmann  
Spokesperson Audi e-tronGT,  
Audi RS e-tron GT, Electric Mobility, Fuel Cell  
Technologies, Automated Driving  
Phone: +49 841 89 45277  
Mobile: +49 151 52844338  
E-Mail: [christian.hartmann@audi.de](mailto:christian.hartmann@audi.de)



---

Der Audi Konzern ist einer der erfolgreichsten Hersteller von Automobilen und Motorrädern im Premium- und Luxussegment. Die Marken Audi, Ducati, Lamborghini und Bentley produzieren an 21 Standorten in 13 Ländern. Audi und seine Partner sind weltweit in mehr als 100 Märkten präsent.

2021 hat der Audi Konzern rund 1,681 Millionen Automobile der Marke Audi, 8.405 Sportwagen der Marke Lamborghini und 59.447 Motorräder der Marke Ducati an Kund\_innen ausgeliefert. Im Geschäftsjahr 2021 erzielte die AUDI AG bei einem Umsatz von €53,1 Mrd. ein Operatives Ergebnis vor Sondereinflüssen von €5,5 Mrd. Weltweit arbeiten mehr als 89.000 Menschen für den Audi Konzern, davon rund 58.000 in Deutschland. Mit seinen attraktiven Marken sowie neuen Modellen, innovativen Mobilitätsangeboten und wegweisenden Services setzt das Unternehmen den Weg zum Anbieter nachhaltiger, individueller Premiummobilität konsequent fort.

---

**Fuel/electric power consumption and emissions values\*\* 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.*

**Audi RS e-tron GT**

Combined electric power consumption in kWh/100 km (62.1 mi): - (NEDC); 22.1–19.8 (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)).*