

## The Audi Q8 e-tron model series now has an even sportier appearance

- The new model year brings a brand-new exterior package option for the Audi Q8 SUV e-tron\* and Q8 Sportback e-tron\*
- The S line competition exterior package takes the dynamic appearance of the Q8 e-tron models to a new level
- Carbon fiber-reinforced polymer add-on parts are also available for the Audi SQ8 e-tron family as part of the Carbon Style package

Ingolstadt, August 02, 2024 – Audi’s Q8 e-tron models are about to become even more sporty and dynamic: The S line competition exterior package enhances the electric luxury models’ dynamics and emphasizes the Q8 family’s sporty character. The package includes specific body components such as a widened body (similar to the S model), a body-color Singleframe, and exclusive 21-inch five-spoke black wheels. Painted brake calipers with the S logo, a host of carbon-fiber details, and an edition-specific door LED projection add further striking accents. The carbon add-on parts are also available for the Audi SQ8 e-tron family as part of the new Carbon Style package.

Like its predecessor, the Audi e-tron, the Audi Q8 e-tron\* is a pioneer of German premium electric mobility. To make the customization options for the successful electric full-size SUV even more attractive, Audi is offering the Audi Q8 e-tron with a new, sportier exterior package as part of the model upgrade for the 2025 model year.

The S line competition exterior package for the Audi Q8 e-tron\* is based on the substantially wider body of the S models, which gives the Audi Q8 e-tron models significantly more presence and dynamics. The S line competition exterior further sharpens the models: As a distinctive detail, the package includes an exclusive body-color Singleframe that gives the car greater individuality and character.

### **Exclusive 21-inch light-alloy wheels**

The wheel design is another exclusive highlight of the S line competition exterior package: The 21-inch wheels in a five-spoke design come in black and emphasize the sporty and individual appearance of the Audi Q8 e-tron\*. The tire size is 285/40 R21, as on the S model. Behind the spokes, another detail comes into focus: The black brake calipers feature the red S logo.

*The specified equipment, data, and prices refer to the model range offered in Germany. Errors and omissions excepted.*

*\*The combined fuel consumption and emission figures for all models mentioned and available on the German market are listed at the end of this text.*

### **Distinctive carbon body parts**

Components made of lightweight, carbon fiber-reinforced polymer – called carbon fiber or carbon for short – have been Audi’s standard in motorsports for decades. Customers who choose the **S line competition exterior** for their Audi Q8 e-tron model will enjoy many seamlessly integrated edition-specific components made of this lightweight and durable material. This sharpens the car’s sporty profile while simultaneously emphasizing its high-tech character. Carbon components include vertical aero elements near the front air curtains, side mirror housings, and trim around all four doors.

The Audi SQ8 e-tron models also feature the new carbon components. For the dedicated sports models, the SQ8 SUV e-tron\* and SQ8 Sportback e-tron\*, the new **Carbon Style package** includes all the carbon-fiber components from the S line competition exterior.

The S line competition exterior for the Audi Q8 e-tron models also includes all the other parts of the S line exterior: The adaptive air suspension sport, a sports suspension based on the air suspension system, allows the customer to lower or raise the ride height in stages. Load-specific, automatic height and damping control give the car excellent driving dynamics and exceptionally high comfort.

In the dark, the LED door projection draws attention with lettering that spells out “e-tron edition”. This feature illuminates the entry, helping to avoid puddles and dirt and emphasizing the unique design of the Q8 e-tron\*. The tinted rear, door, and side windows in the back of the car block UV radiation and prevent unwanted glimpses inside.

### **Prices and market launch**

The S line competition exterior option for the Audi Q8 e-tron models is now available to order at 7,190 euros. The Carbon Style package for both versions of the SQ8 e-tron is already available at dealerships for 2,990 euros.

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

In 2023, the Audi Group delivered around 1.9 million cars of the Audi brand, 13,560 vehicles of the Bentley brand, 10,112 cars of the Lamborghini brand, and 58,224 motorcycles of the Ducati brand to customers. In the 2023 fiscal year, the Audi Group generated revenue of €69.9 billion and an operating profit of €6.3 billion. In 2023, an annual average of more than 87,000 people worked for the Audi Group worldwide, including around 53,000 at AUDI AG in Germany. With its attractive brands and a large number of new models, the company is systematically continuing on its path to becoming a provider of sustainable, fully connected premium mobility.

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**\*Consumption and emission values of the models mentioned:**

**Audi Q8 SUV e-tron**

Power consumption (combined): 25.3-20.1 kWh/100 km; CO<sub>2</sub> emissions (combined): 0 g/km;  
CO<sub>2</sub> class: A.

**Audi Q8 Sportback e-tron**

Power consumption (combined): 24.3-19.5 kWh/100 km; CO<sub>2</sub> emissions (combined): 0 g/km;  
CO<sub>2</sub> class: A.

**Audi SQ8 e-tron SUV**

Power consumption (combined): 28.0-25.2 kWh/100 km; CO<sub>2</sub> emissions (combined): 0 g/km;  
CO<sub>2</sub> class: A.

**Audi SQ8 Sportback e-tron**

Power consumption (combined): 27.2-24.4 kWh/100 km; CO<sub>2</sub> emissions (combined): 0 g/km;  
CO<sub>2</sub> class: A.