



**Product and Technology Communications**

Silvia Saporetti

Tel: +49 841 89-44369

E-mail: [silvia.saporetti@audi.de](mailto:silvia.saporetti@audi.de)

[www.audi-mediaservices.com](http://www.audi-mediaservices.com)

[www.audi-newsroom.de](http://www.audi-newsroom.de)

## **The new Audi show car – a compact sports car in a new look**

- **Crossover for all roads and tracks, for everyday driving and recreational use**
- **Pioneering design, with precise lines and taut surfaces**
- **Audi to present the two-door car at the NAIAS in Detroit**

**Ingolstadt/Detroit, December 6, 2013 – Sporty, compact and versatile: With these attributes, the new Audi show car is making its debut in January 2014 at the North American International Auto Show (NAIAS) in Detroit. The two-door model with its high ground clearance is a crossover – a car for all roads and tracks, for everyday driving and sporty recreational use.**

The show car is a systematic development of the Audi design language. It combines a host of visual elements from future sports car models with the Audi-typical allroad concept and independent “Shooting Brake” body form.

Measuring 4.20 meters (*13.78 feet*) in length, the Audi has a powerful road stance. Precise and clearly drawn lines as well as geometric surfaces are combined to create a sculptured, clear design form. It is almost as if the outer skin of the two-door car has been modeled from a solid piece, from the Singleframe grille and striking side tornado line to the taut, coupé-like rear. The overhangs are short; the roof line is low and it ends in a strong C pillar. The pronounced horizontal body line and the large 19-inch wheels emphasize the impression of concentrated energy.

The show car is a compelling blend of form and function. The characteristic allroad design features reduce the volume and underscore its offroad character. The aluminum underbody guard at front and rear emphasizes the width and protects the car off road.



Design elements that are typical of e-tron models, such as the ribs in the Singleframe grille and in the side air inlets, fit in harmoniously with the overall design concept. The dual headlights and the honeycomb-structured Singleframe grille indicate the further development of the quattro design language which Audi already presented with its Sport quattro concept show car in September of this year at the International Motor Show (IAA) in Frankfurt.

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In 2012, the Audi Group delivered 1,455,123 cars of the Audi brand to its customers, generated revenue of €48.8 billion and achieved an operating profit of €5.4 billion. The Audi Group is globally present in more than 100 markets and produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). The brand with four rings will produce cars also in Foshan (China) as of late 2013, in 2015 in São José dos Pinhais (Brazil) and 2016 in San José Chiapa (Mexico). AUDI AG's wholly owned subsidiaries include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and the sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The Group currently employs more than 70,000 people worldwide, including around 50,000 in Germany. Total investment of approximately €11 billion is planned by 2015 – mainly in new products and sustainable technologies. Audi lives up to its corporate responsibility and has strategically established the principle of sustainability for its products and processes. The long-term goal is CO<sub>2</sub>-neutral mobility.