This is Ken Block's Audi S1 Hoonitron

- **Audi develops all-electric one-of-a-kind car for "Elektrikhana" video**
- **Legendary Audi Sport quattro S1 serves as the base for Audi designers**
- **Ken Block: "This project makes a dream come true for me"**

Neckarsulm/Neuburg a. d. Donau, December 15, 2021 – It instantly brings back memories of the legendary Audi Sport quattro S1 with which the four rings used to charge to the summit in the famous Pikes Peak Hill Climb event, aka the "Race To The Clouds:" Audi is presenting the Audi S1 e-tron quattro Hoonitron that has been exclusively and uniquely developed for American drift artist Ken Block. The all-electric one-of-a-kind car will be the protagonist in a new video that Block is producing together with his team for release in the next few months.

"The S1 Hoonitron combines a lot of what Audi was already famous for in the nineteen-eighties," says Ken Block, whose enthusiasm for Audi's rally cars was sparked at an early age. "For instance, the car's spectacular aerodynamics have now been translated into a totally modern form. I think it's cool that the Audi designers have been inspired by their own past and uniquely transferred the car's technologies and appearance into the present."

Two electric motors, all-wheel drive, power galore, a carbon fiber chassis, and the full safety standards as prescribed by motorsport's top governing body, the FIA – these are merely the S1 Hoonitron's statistics. In November, the driver got to know the car for the first time. "Audi gave me the opportunity to test it for a few days in Germany," says Ken Block. "I'm familiar with a wide variety of cars using internal combustion engines and transmissions, but there were a lot of new things for me to learn here. Spinning into a donut at 150 km/h directly from standstill – just using my right foot – is an all-new experience for me. Our work was focused on getting the car and I used to each other. My thanks go to the whole Audi Sport squad for their outstanding teamwork."

The entire development, including the technology, of the S1 Hoonitron was conducted by Audi Sport at the Neckarsulm location – a perfect fit for the project, because that's also where the Audi RS e-tron GT* is produced. Audi Design in Ingolstadt was responsible for the styling, which has been anything but a run-of-the-mill job for Marc Lichte and his team. "When we first heard about this project, the whole team was thrilled immediately: we had the opportunity to develop a car that combines an icon of our brand with the future," says Audi's chief designer. The challenges were tremendous: "It was about creating a modern, all-electric interpretation of the S1 Pikes Peak. The timeline was extremely tight: while our design process normally takes one to one-and-a-half years, we only had four weeks from the first drawing to the final design. We were

constantly in touch with Ken Block and his team and engaged in intensive exchanges."

Fans will soon be able to see the US star's success with the project for themselves: under the working title Elektrikhana, Ken Block and his team are going to produce the next video of his famous Gymkhana series featuring the S1 Hoonitron. "The collaboration with Audi is a very special partnership for me. The brand and its passion for motorsport motivated me to get into rallying," says Ken Block. "That Audi has now developed this car for me and my team, and has joined us in our next project, has made a dream come true for me. The Hoonitron is writing the next chapter in our history and taking our Gymkhana story into the future."

A story of the future that everyone at Audi is also looking forward to: "Knowing that we're developing a car for a video with Ken Block that millions of people around the world are going to watch has provided our team with additional motivation," says Marc Lichte. "These new inspirations are also immensely important for our daily work. The development of this car will encourage us to approach future projects with an even more open and progressive mindset."

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*Information on fuel consumption and CO_2 emissions as well as efficiency classes in ranges depend on the tires/wheels used as well as the selected equipment.

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

Fuel/electric power consumption of the models named above
Information on fuel/electric power consumption and CO_2 emissions in ranges depend on the tires/wheels used as well as the selected equipment.

Audi RS e-tron GT
Combined electric power consumption in kWh/100 km: 20.2–19.3 (NEDC); 22.5–20.6 (WLTP);
Combined CO_2 emissions in g/km: 0

The indicated consumption and emissions values were determined according to the legally specified measuring methods. Since September 1, 2017, type approval for certain new vehicles has been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO_2 emissions. Since September 1, 2018, the WLTP has gradually replaced the New European Driving Cycle (NEDC). Due to the more realistic test conditions, the consumption and CO_2 emission values measured are in many cases higher than the values measured according to the NEDC. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp.

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer. They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electric power consumption, CO_2 emissions and performance figures.

Further information on official fuel consumption figures and the official specific CO_2 emissions of new passenger cars can be found in the "Guide on the fuel economy, CO_2 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, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).

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