



Welcome! Audi electrifies with U.S. star Ken Block

- **Joint projects in the field of electric mobility**
- **Audi ignited Block's passion for motorsport**
- **Rally and rallycross driver impressed by Audi RS e-tron GT**

Neuburg a. d. Donau, September 21, 2021 – Electrifying addition to the brand with the four rings: Famous American Ken Block and Audi will be realizing exclusive joint projects in the field of electric mobility.

Ken Block has made a name for himself as a rally and rallycross driver since 2005. However, the 53-year-old is most famous worldwide for his elaborately produced videos in which he drives high-performance vehicles to the limit at iconic locations.

The partnership with Audi closes a circle for Ken Block: “Audi is the brand that ignited my passion for motorsport. I am extremely excited to start this new chapter. Together, we will develop innovative projects and push the boundaries of electric mobility.”

Ken Block was a teenager when the Audi quattro revolutionized the World Rally Championship and the Audi Sport quattro S1 stormed Pikes Peak in the USA in record time. These vehicles made Block dream of becoming a rally driver himself.

Now, during his first visit to Audi, another dream came true: the American was allowed to drive several historic race and rally cars from his favorite brand himself. These included the Audi Sport quattro S1, the Audi V8 quattro from the DTM and the futuristic Audi e-tron Vision Gran Turismo.

Of course, Ken Block didn't miss the opportunity to test the most powerful electric vehicle currently in the AUDI AG model range. “The Audi RS e-tron GT* really surprised me,” says Block. “The design is exquisite with great attention to detail and a perfect finish. The driving experience is amazing: the car is incredibly fast and handles very well. The center of gravity is very low so you can change direction quickly.”

Ken Block is considered as a “petrol head” because of his history. But the American is also re-evaluating and has recently been testing and racing various electric cars. He recorded the third fastest time in the final stage of the 2020 Dakar Rally with an electric prototype and won the inaugural race of the “Projekt E” rallycross series at Höljes (Sweden) in the same year.

“Electric mobility is the future”, says Block. “I see the electric car as a leap forward for us as a society in order to create something that can not only reduce emissions and hopefully make the planet a better place. But not only that: it's also about performance. I love anything that makes me go faster. Electric cars can do that. And as far as sound goes, I have kids who don't care about that. They think that the sound of electric cars is just as cool as the sound of internal combustion

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 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.



engines.”

Ken Block and Audi will be working together exclusively in the field of electric mobility with immediate effect. “Audi stands for ‘Vorsprung durch Technik’,” says Oliver Hoffmann, Board Member for Technical Development at Audi. “Every day we are trying to push boundaries to create the future of mobility. Our goal is to fascinate our customers with progressive design, innovative technology and a broad digital ecosystem. I am delighted that we were able to attract Ken Block and his team to Audi.”

“Ken Block shares our love of performance,” says Head of Audi Brand Henrik Wenders. “He has the ability to inspire people. With his progressive thinking, he will accompany us on our way into an electrifying future. Welcome to the team!”

“At Audi, motorsport is paving the way for future technologies,” says Julius Seebach, Managing Director of Audi Sport GmbH and responsible for motorsport at Audi. “Electrification is a game changer, just like quattro drive once was. With Ken Block, we’ve got exciting things in store that go perfectly with our strategy.”

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 19 locations in 12 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy), and Ducati Motor Holding S.p.A. (Bologna/Italy).

In 2020, the Audi Group delivered to customers about 1.693 million automobiles of the Audi brand, 7,430 sports cars of the Lamborghini brand and 48,042 motorcycles of the Ducati brand. In the 2020 fiscal year, AUDI AG achieved total revenue of €50.0 billion and an operating profit before special items of €2.7 billion. At present, 87,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.



Fuel consumption of the models named above

Information on fuel/electricity consumption and CO₂ emissions in ranges depending on the tires and alloy wheel rims used and on the equipment and accessories of the car.

Audi RS e-tron GT

Combined electric power consumption in kWh/100 km (62.1 mi): 22.5–20.6 (WLTP);
20.2–19.3 (NEDC); combined CO₂ emissions in g/km (g/mi): 0 (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 CO₂ emissions. Since September 1, 2018, the WLTP has gradually replaced the New European Driving Cycle (NEDC). Due to the realistic test conditions, the fuel consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. Vehicle taxation could change accordingly as of September 1, 2018. 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 electrical consumption, CO₂ emissions and performance figures.

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the "Guide on the fuel economy, CO₂ 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).