



Model Series, Innovation and Technology Communications

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New highlights for the luxury class: Audi A6 and Audi e-tron prototype at the Geneva Motor Show

- **Audi A6: world premiere of the new business sedan**
- **Audi e-tron prototype: preview of the first electric car from the brand**
- **Trailblazing luxury: revolution in the full-size class**

Ingolstadt/Geneva, March 6, 2018 – Audi continues its model initiative in the luxury class: following the new Audi A8 and the new Audi A7, the premium brand now introduces the next generation of the Audi A6. Whether in terms of digitalization, comfort or sportiness – the elegantly sculptured sedan is the all-round talent in its segment. Audi is also unveiling the prototype of its first purely electrically powered model in Geneva. The sporty SUV offers the space and comfort of a typical luxury car together with a range suitable for longer journeys.

Upgrade to business class: the new Audi A6 Sedan

With the new A6, Audi presents the eighth generation of its successful luxury sedan. The high-tech yet elegant model introduces numerous innovations into the segment and is more versatile than ever before. Together with the A8 and A7 Sportback models, the A6 is a distinguished ambassador for the new Audi design language. With taut surfaces, clear edges and striking lines, it conveys sporty elegance, cutting-edge technology and premium quality. Its interior focuses consistently on its fully digital operating system and is a trendsetter in the segment. The MMI touch response operating system with haptic and acoustic feedback provides quick, intuitive operation. Its extensive connectivity and assistance solutions offer even greater safety and convenience. Highlights among the driver assistance systems include the parking pilot and garage pilot, which will expand the range of options offered during the course of the year, as well as the adaptive driving assistant. It supports longitudinal and lateral control and helps keep the car in its lane even in narrow lanes and roadwork sections. On the road, the Audi A6 is as agile as a sports car and as nimble as a compact model. The new dynamic all-wheel-drive steering system plays a major role in that. It combines direct, sporty steering response with superior driving stability while reducing the turning circle of the sedan by up to 1.1 meters (3.6 ft). The new damping concept provides intensive yet finely differentiated feedback from the road.



For the launch in Europe, Audi offers the new A6 with two powerful and smoothly running engines – a 3.0 TFSI with 250 kW (340 hp) (combined fuel consumption in l/100 km: 7.1 - 6.7* [*33.1 - 35.1 US mpg*]; combined CO₂ emissions in g/km: 161 - 151* [*259.1 - 243.0 g/mi*]) and a 3.0 TDI with 210 kW (286 hp) (combined fuel consumption in l/100 km: 5.8 - 5.5* [*40.6 - 42.8 US mpg*]; combined CO₂ emissions in g/km: 150 - 142* [*241.4 - 228.5 g/mi*]). All engines are equipped with a mild hybrid system as standard for added comfort and efficiency. The new Audi A6 will be manufactured at the Neckarsulm plant and will be launched in the German market with extensive equipment in June 2018.

Fully electric SUV: the Audi e-tron prototype

The Audi e-tron prototype offers a preview of the first all-electric model from the brand with the four rings. Camouflaged with a specially developed design film, it showcases the high-voltage drive system. The electrifying exterior conceals a sporty premium SUV with space for five people along with plenty of luggage – the space and comfort are similar to that of a typical Audi luxury class model. Thanks to the electrical quattro, its long-distance range and comprehensive charging options, customers can drive purely electrically without compromises. The production version of the Audi e-tron prototype can fill up on electricity at fast-charging stations with up to 150 kW charging capacity. In just under 30 minutes, the SUV is then ready for the next leg of the long-distance journey. Before the European launch at the end of the year, hundreds of development vehicles will be tested under extreme conditions worldwide. Specially camouflaged prototypes now kick off the chase for the most spectacular photos. Audi will publish the best pictures uploaded to social networks under #etron on the website www.e-tron.audi. Additional exclusive images from Geneva will also be available on this site.

Further information on the Audi A6 and the Audi e-tron prototype can be found at the Audi MediaCenter at www.audi-mediacycenter.com/en/Geneva_2018.

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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 16 locations in twelve countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 motorcycles of the Ducati brand. In the 2016 fiscal year, AUDI AG achieved total revenue of €59.3 billion and an operating profit of €3.1 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

* Fuel consumption and CO₂ emission figures given in ranges depend on the tires/wheels used