



**Sport Communication**

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## **Premium partner Audi continuing its support for Kieler Woche**

- Premium brand presenting diverse programme of events at the 2018 Kieler Woche Regatta
- Focus on sustainability and environmental protection
- Audi e-tron Cup with well-known personalities from the worlds of sport and entertainment

**Ingolstadt, 17 May 2018 – Audi is supporting the Kieler Woche Regatta as premium partner for the ninth year in a row. From 16 to 24 June 2018, the brand will be presenting a diverse programme of events on land and sea featuring a host of well-known guests. With 3.5 million visitors, over 4,000 athletes and 2,000 boats, Kieler Woche is the largest sailing regatta in the world.**

The partnership between Audi and Kieler Woche underlines Audi's wide-ranging and long-standing commitment to the world of competitive sailing. The "Audi Sailing Arena" at the Schilksee Olympic Centre will be the focal point for visitors again this year. As well as award ceremonies and interviews with the sailing crews, live footage of the individual regattas will also be shown here. In addition, it will provide space for Audi to present a few of its models – including the Audi A8 and the Audi Q7 e-tron. Audi will be providing 15 Audi Q7 e-tron vehicles as part of the trailer service it will lay on for all the sailing crews, while 10 Audi Q7 e-trons will be on hand to provide a shuttle service for guests.

As a meet-and-greet venue, the "Audi Boathouse" is sure to attract all the big names in the scene again in 2018. Meanwhile, Audi's support for the broadcast provider "Kieler Woche.TV" will also continue this year, bringing sailing fans around the world closer to the action with live footage, expert analysis and GPS tracking. Cameras on shore, in the sky and on motorboats will capture every manoeuvre and duel on the water and transmit the footage to the production control room of "Kieler Woche.TV powered by Audi".

Sailing is among the most sustainable of sports. This is something Audi really wants to get behind and so it has decided to place an even stronger focus on sustainability and environmental protection at this year's Kieler Woche Regatta. It is organising a beach clean-up and will provide opportunities to try out some exciting electric products: Audi e-scooters and e-foil surfboards.

A host of famous names have again accepted Audi's invitation to the Audi e-tron Cup 2018. An interesting mix of actors, presenters, sports stars and models will be competing against each other in teams to see who is the most skilful on the water. Some of the names who have already signed up for the regattas on the Kieler Förde inlet are Le Mans legend Tom Kristensen, Formula E racing driver Daniel Abt and the winter sports stars Bene Mayr and Hilde Gerg. The former national handball team member Pascal Henz and the Olympic hockey gold medallist Moritz Fürste have also confirmed that they will be taking part. The line-up for the Audi e-tron Cup



will be completed by actress Nova Meierhenrich and the models Mirja Du Mont, Anna Hiltrop and Dany Michalski. All participants will be sailing in seven-metre-long J/70 boats.

– End –

**Fuel consumption of the models named above:**

**Audi Q7 e-tron 3.0 TDI quattro**

Combined fuel consumption in l/100 km: 1.9 – 1.8 (123.8 – 130.7 US mpg)

Combined electrical consumption in kWh/100 km: 19.0 – 18.1

Combined CO<sub>2</sub> emissions in g/km: 50 – 48 (80.5 – 77.2 g/mi)

(Figures vary depending on engine/transmission/wheels/tires)

**Audi A8**

Combined fuel consumption in l/100 km: 8.0 - 5.6 (29.4 - 42.0 US mpg)

Combined CO<sub>2</sub> emissions in g/km: 182 - 145 (292.9 - 233.4 g/mi)

(Figures on the fuel consumption and the CO<sub>2</sub>-emissions vary in case of given ranges depending on the used combination of wheels/tires and engine version)

*\* Fuel consumption and CO<sub>2</sub> emissions figures given in ranges depend on the tires/wheels used.*

*Further information on official fuel consumption figures and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the "Guide on the fuel economy, CO<sub>2</sub> 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](http://www.dat.de)).*

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 2017 fiscal year, AUDI AG achieved total revenue of €60.1 billion and an operating profit of €5.1 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.