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## **Audi reveals laser headlights for the new R8**

- **New mid-engine sports car features high-tech headlights**
- **Laser high-beam offers high light intensity and excellent range**

**Ingolstadt, February 16, 2015 – Audi is revealing the headlights of its new R8\* as the first of a number of technology highlights of the top sports car. The R8 uses LED headlights which can be supplemented by a laser high-beam lighting module as an option.**

The new R8 will set new standards among high-performance sports cars – including in its lighting technology. As an option, the latest car development by Audi can be equipped with a laser spot as the high-beam headlight. The special appeal of laser lighting is that it uses high-intensity laser diodes, which generate a lot of light energy from a very small component. Compared to LED high-beam headlights, laser high-beams attain nearly twice the lighting range.

Each headlight contains one laser module that operates with four high-intensity laser diodes. This module bundles the four intense blue-light laser beams. Then a phosphor converter transforms the blue light into pure white light. An identifying characteristic of the laser headlights is their blue light signature. Standard equipment in the new R8 includes an LED headlight system. All lighting functions are produced with 37 LEDs per headlight.

The laser spot for the high-beam light made its debut in the summer of 2014 in the Audi R8 LMX, a limited edition model of the previous R8 model series. Shortly before that, it was used in the Audi R18 e-tron quattro race car at the 24 Hours of Le Mans. The laser spot is the latest production technology in a long line of lighting innovations. Audi introduced LED technology to the market for the first time in 2004 – in the daytime running lights of the Audi A8 L W12\*. Lighting technologies such as LED daytime running lights, Matrix LED headlights and laser spot high-beam lights are prime examples of technology that visualize the core values of the Audi brand: progressiveness, sportiness and sophistication.

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



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

**Audi R8:**

Combined fuel consumption in l/100 km: 14.9 – 12.4\*\* (*15.8 – 19.0 US mpg*);  
Combined CO<sub>2</sub> emissions in g/km: 349 – 289\*\* (*561.7 – 465.1 g/mi*)

**Audi A8 L W12:**

Combined fuel consumption in l/100 km: 11.3\*\* (*20.8 US mpg*);  
Combined CO<sub>2</sub> emissions in g/km: 264\*\* (*424.9 g/mi*)

\*\*The fuel consumption and the CO<sub>2</sub> emissions of a vehicle vary due to the choice of wheels and tires. They not only depend on the efficient utilization of the fuel by the vehicle, but are also influenced by driving behavior and other non-technical factors.

The Audi Group delivered approximately 1,741,100 cars of the Audi brand to customers in 2014. As one of the most successful models, the Audi A3 has been awarded the title of “World Car of the Year 2014“ by an international jury of journalists (combined fuel consumption in l/100 km: 8,3 – 3.2; combined CO<sub>2</sub> emissions in g/km: 194 – 35). In 2013, the company reported revenue of €49.9 billion and an operating profit of €5.03 billion. The company operates globally in more than 100 markets and has production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). Since the end of 2013, the brand with the Four Rings has also been producing cars in Foshan (China). As of mid-2015, Audi will operate a production facility in São José dos Pinhais (Brazil), followed by San José Chiapa (Mexico) in 2016. Wholly owned subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy), the sports motorcycle manufacturer. The company currently employs approximately 80,000 people worldwide, thereof approximately 55,800 in Germany. Total investment of around €24 billion is planned from 2015 to 2019 – primarily in new products and sustainable technologies. Audi is committed to its corporate responsibility and has anchored the principle of sustainability for its products and processes in its strategy. The long-term goal is CO<sub>2</sub>-neutral mobility.