



Electronic Media Communications

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Save the date: world premiere of the Audi e-tron live from San Francisco

- **Presentation of the brand's first all-electric SUV**
- **Glimpse into the future of electric mobility**
- **Live broadcast of “The Charge” event from San Francisco via satellite, Internet and smart TV**

San Francisco/Ingolstadt, September 12, 2018 – Audi will celebrate a historic world premiere in California on September 18, 2018: the brand will be presenting the Audi e-tron – its first all-electric-drive production model – during its “The Charge” event. Audi will also be presenting its mobility initiative in the United States.

The world premiere will take place on September 18, 2018, at 5:30 a.m. CEST – Audi will broadcast the event live worldwide via satellite, on the internet and via smart TV.

**The Charge – world premiere of the Audi e-tron
San Francisco, USA
Tuesday, September 18, 2018
5:30 a.m. (CEST)**

- on **Audi MediaTV**: www.audimedia.tv
(English, link provided for embedding the live stream in third-party websites)
- on the website of the event: www.e-tron.audi
- via satellite (English, Chinese)
- via smart TV using the **Audi MediaTV app**
- on the **Audi MediaTV YouTube channel**
- on the **Facebook page of AUDI AG**

A summary of the show and additional TV footage of the Audi e-tron will be available afterward at www.audimedia.tv.



Satellite details / Technical information for TV media regarding live broadcast

Europe - live HD Feed

Date: September 18, 2018
Live feed to start at 5:30 am CEST
Satellite: ABS-3A
Pos.: 3 Deg WEST
Slot: 3M12 12 MHz
TP: S3
Download Frequency: 11180
Polarization: Y
Format: HD 1080 50i 16:9
Modulation: DVBS2 8PSK
Encoding: MPEG4/H.264 4:2:0
FEC: 5/6
SR: 9.705937

Asia - live HD Feed

Date: September 18, 2018
Live feed to start at 11:30 am CST / China Standard Time
Satellite: ASIA5 / Asiasat 5 C Band
Pos.: 100,5 East
Slot: 2-2
TP: C7H
Download Frequency: 3.866,500 MHZ
Polarization: RX (Horizontal)
Format: HD 1080 50i
Modulation: DVBS2 8PSK
Encoding: MPEG4 / H264 4:2:0
FEC: 3/4
SR: 7.2

USA - live HD Feed

Date: September 17, 2018
Live feed to start at 8:30 pm PDT
Satellite: Galaxy 17
Pos.: 91 Deg WEST
Slot: B
TP: K14
Download Frequency: 11975.5
Polarization: V
Format: HD 1080i 59.94 16:9
Modulation: DVBS2 8PSK
Encoding: MPEG4/H.264 4:2:0
FEC: 3/4
SR: 14



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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 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.