



**TV Communications**

Wolfgang Rother

Tel: +49 841 89-90351

E-mail: [wolfgang.rother@audi.de](mailto:wolfgang.rother@audi.de)

[www.audi-mediaservices.com/en](http://www.audi-mediaservices.com/en)

## **Live on Audi MediaTV: Two world premieres at the CES 2015**

- Two world premieres and innovative hardware and software solutions
- Audi press conference live: January 6, 2015, starting at 8:00 p.m. (CET)
- Piloted driving tour from San Francisco to Las Vegas

Ingolstadt/Las Vegas, January 2, 2015 – Audi MediaTV is broadcasting live from the International CES 2015 and is covering the Audi press conference in its entirety. During the show in Las Vegas, Nevada, the brand with the four rings is presenting the world premiere of its revolutionary operating controls and display concept in the new Audi Q7\*. The brand is also presenting Audi Matrix laser technology – a laser light that illuminates the entire road with precision and high definition.

In addition to the production models TT Roadster\*, RS 7 Sportback\* and R8 LMX\*, Audi is showing another world premiere. Audi MediaTV is broadcasting the Audi press conference live from the CES on January 6.

Prior to that, on January 4 and 5, Audi will kick off its CES 2015 activities with a piloted driving tour on the highway from San Francisco to Las Vegas. You can find exclusive reports on the drive at [Audi MediaTV](#) and in the [Audi Newsroom](#).

**Audi press conference CES Las Vegas**  
**Tuesday, January 6, 2015**  
**11:00 a.m. (Pacific Standard Time)**  
**8:00 p.m. (CET)**

Audi MediaTV is the principal moving-pictures platform used by Audi Communications for showing live events and high-quality moving-image material from the world of Audi. Journalists, multipliers and online users can download footage from Audi MediaTV free of charge. In addition, you can access news and exclusive background information on new products and events, and can also use the embed code feature to integrate the content into your own websites. Audi makes all features available in German and English.

\*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 Q7:**

Combined fuel consumption in l/100 km: 8.3 – 5.7 (28.3 - 41.3 US mpg)\*\*;

Combined CO<sub>2</sub> emissions in g/km: 183 – 149 (294.5 - 239.8 g/mi)\*\*

**Audi TT Roadster:**

Combined fuel consumption in l/100 km: 7.5 – 4.3 (31.4 – 54.7 US mpg)\*\*;

Combined CO<sub>2</sub> emissions in g/km: 174 – 114 (280.0 – 183.5 g/mi)\*\*

**Audi RS 7 Sportback:**

Combined fuel consumption in l/100 km: 9.5 (24.8 US mpg)\*\*;

Combined CO<sub>2</sub> emissions in g/km: 221 (355.7 g/mi)\*\*

**Audi R8 LMX:**

Combined fuel consumption in l/100 km: 12.9 (18.2 US mpg)\*\*;

Combined CO<sub>2</sub> emissions in g/km: 299 (481.2 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.

With 1.591.100 deliveries to customers as of November 2014, the Audi Group has exceeded its total sales volume of 2013 (1.575.500). 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: 7.1 – 3.2; combined CO<sub>2</sub> emissions in g/km: 165 – 85). 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.



**AUDI AG at the CES 2015  
press conference**

Satellite details / Technical information for TV media regarding live broadcast

**USA – live HD Feed**

Date: January 6, 2015

Time: 11:00 am – 12:00 am PST / 07:00 pm – 08:00 pm GMT

Live feed to start at approx. 10:45 am PST

Satellite:	Galaxy 17
Transponder (digital):	23K
Downlink Frequency:	12.169,000 Mhz
Polarisation:	Horizontal
Video Std:	1080i/60Hz in NTSC
Audio Channels:	Channel 1+2: IT
Modulation:	DVB-S2 / 8 PSK
Symbol rate:	13.235,000 Msymb/s
FEC:	3/4
MPEG:	4:2:0 / MPEG 4
Encryption:	No encryption

**Europe / Middle East – live HD Feed**

Date: January 6, 2015

Time: 07:00 pm – 08:00 pm GMT

Live feed to start at approx. 06:45 pm GMT

Satellite:	EUT 10A
Transponder (digital):	F5
Slot:	1-6
Downlink Frequency:	12.676,830 MHz
Polarisation:	X
Video Std:	1080i/50 Hz in PAL
Audio Channels:	Channel 1+2: IT
Modulation:	DVB-S2 / 8 PSK
Symbol rate:	7.2000 Msymb/s
FEC:	3/4
MPEG:	4:2:0 / MPEG4
Encryption:	No encryption

**Contact on site: Benjamin Kern, 0049-179-1008034**