

Sport Communication

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Audi e-tron fleet shuttle service Hahnenkamm Race and FIS Alpine World Ski Championships 2019

- Audi celebrates its 17th year as general sponsor of the Audi FIS Alpine Ski World Cup
- First time for Audi e-tron shuttle fleet at Ski World Championships and the legendary Streif slopes
- Ski World Championships motto: 'inspire the world of ski'

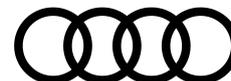
Ingolstadt, 23 January 2019 – As part of its long-standing partnership with FIS, Audi is sponsoring the 45th Alpine World Ski Championships in Åre, Sweden and the legendary Hahnenkamm Race in Kitzbühel, Austria. The Audi e-tron will be present at all competitions: in Kitzbühel from 25 to 27 January 2019 and in Åre from 4 to 17 February 2019. Skiers and spectators can experience the new e-tron and the Audi brand up close thanks to the Audi driving experience.

The 2018/2019 season marks Audi's 17th year as title sponsor of the Audi FIS Alpine Ski World Cup. All eyes will be on the new Audi e-tron at ski competitions this season. Following the World Cup Opening in Sölden and the Four Hills Tournament, the Audi e-tron can be seen at the 45th FIS Alpine World Ski Championships in Åre, Sweden and the 79th Hahnenkamm Race in Kitzbühel, Austria.

But Audi's presence in Sweden and Austria is more than just about brand visibility: for the first time ever, the World Ski Championships will feature a 20-fleet Audi e-tron shuttle service. The 75-fleet Audi Shuttle Service in Kitzbühel will be made up of 20 Audi e-tron vehicles. Spectators and skiers can also get a feel for the new Audi e-tron as part of a driving experience taking place on spectacular terrain – making the most of the time between competitions.

In Åre, skiers will compete for world championship titles in alpine ski disciplines, including downhill ski, super-G, slalom, giant slalom and super combination as well as a team competition. Stars like Austria's Marcel Hirscher or America's Mikaela Shiffrin will not only be able to enjoy comfortable on-site transport courtesy of the e-tron shuttle fleet, but can also relax in the Audi Lounge after each of their final races. The winners will be honoured once again at a champions' reception held at the Bombom restaurant and hosted by Marco Büchel.

For over 30 years, Audi has been the main sponsor of the German Ski Association (DSV), supporting all of the national teams. The premium brand also sponsors many other national ski teams and acts as a partner at selected winter sports events. Some teams even train regularly in the Audi Wind Tunnel Centre in Ingolstadt, taking part in an Audi driving experience either in the snow or at the Audi driving experience centre in Neuburg, along the Danube.



– End –

Fuel consumption of the models named above:

Audi e-tron

Combined electric power consumption in kWh/100 km (62.1 mi)*: 26.2 - 22.5 (WLTP); 24.6 - 23.7 (NEFZ)

CO₂ emissions combined in g/km (g/mi): 0

(* Figures depending on the chosen equipment level)

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

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the "Guide on the fuel economy, CO₂ 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).

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.