



**Sport Communication**

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## **FC Bayern meets Audi e-tron**

- **Record-holding football champion experiences first purely electric Audi SUV**
- **Interactive event held for players and coaches at Munich Airport**

**Munich, 24 January 2019 - Team bus replaced by electric car: FC Bayern was one of the first Audi partners to test drive the new Audi e-tron on Thursday. At Munich Airport, board members, coaches and players from the German record-holding football champion got the chance to experience the versatile electric SUV for themselves. Audi organised a series of activities for guests including an Audi e-tron driving experience.**

Although the second half of the Bundesliga season has already started, the German record-breaking footballers took time out of their schedule to meet the luxury car manufacturer for an event dubbed 'FC Bayern meets Audi e-tron'. Audi's first fully electric series model will be launched on the European market over the coming weeks with the FC Bayern stars among the first to get to test drive the car in advance.

'Audi has had a close partnership with FC Bayern since 2002. Both Audi and FC Bayern stand for innovation, technology and sustainable development – as does the Audi e-tron', says Thomas Glas, Head of Sports Marketing at AUDI AG. 'This one-off event at Munich Airport was the perfect opportunity to introduce the e-tron and the innovative technologies behind it to the team before it becomes a permanent part of our customers' daily lives.'

The luxury car manufacturer used the multi-storey Audi e-tron Meteorit located at Munich Airport in the grounds between Terminals 1 and 2 for the event. As part of the set-up, the team took part in various e-tron-themed activities following a group picture. The players showed off their skills by taking part in an e-scooter obstacle course and a remote-controlled e-tron model car competition. They also undertook driver training in e-tron vehicles at the dynamic Audi Training Center at Munich Airport.

The Audi e-tron Meteorit will remain open to visitors until mid-March and car enthusiasts can test drive the Audi e-tron on-site without making an appointment in advance. A free one-hour test drive may be reserved in advance through Audi's partners.

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Reference to SID Marketing Material

After the event, SID Marketing provides video material (interviews, news articles as well as extensive footage) for use free of charge and free of rights. This can be downloaded after a free registration under [www.svdc.de](http://www.svdc.de).

Reference to Getty Images photos

Getty Images provides photos for download after the event. The photos can be downloaded directly at <https://www.picdrop.de/gettysport/7R3GtPunGj>.

**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)

CO<sub>2</sub> emissions combined in g/km (g/mi): 0

(\* Figures depending on the chosen equipment level)

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

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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 18 locations in 13 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 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 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.

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