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Audi and Sony Pictures Entertainment Team Up On “Spider-Man™: Far From Home” Digital Content

- **All-electric Audi e-tron* appears in addition to Audi A7* and all-new Audi Q8* in Sony Pictures’ “Spider-Man: Far From Home”**
- **Tom Holland as Peter Parker stars in latest digital content from Audi, featuring the all-electric Audi e-tron GT concept**
- **Audi to sponsor world premiere of Sony Pictures’ “Spider-Man: Far From Home” in Hollywood**

Ingolstadt, June 19, 2019 – Audi has teamed up with Sony Pictures Entertainment to release exclusive digital content ahead of this summer’s upcoming film, “Spider-Man: Far From Home.”

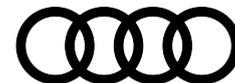
The digital short titled “Science Fair” features Peter Parker (Tom Holland) and his best friend Ned (Jacob Batalon), up against some very serious competition at the school science fair. To save their presentation, Peter races against time to acquire the perfect scientific advancement: the all-electric Audi e-tron GT concept.

Watch the digital short [here](#).

“Teaming up with Sony Studios gives us an ideal opportunity to stage Audi’s electric offensive in a spectacular environment and to customize this important technology for a highly engaged audience. Therefore product placement plays a significant role in our new brand strategy“, said Sven Schuwirth, Head of Brand Audi, Digital Business and Customer Experience at AUDI AG.

Audi vehicle placement in “Spider-Man: Far From Home” includes the all-electric Audi e-tron and the all-new Audi A7 and Audi Q8. Audi vehicles will also make an appearance at the “Spider-Man: Far From Home” Hollywood premiere this summer.

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ABOUT SPIDER-MAN™: FAR FROM HOME

Following the events of *Avengers: Endgame*, Spider-Man must step up to take on new threats in a world that has changed forever.

Directed by Jon Watts. Written by Chris McKenna & Erik Sommers. Based on the MARVEL Comic Book by Stan Lee and Steve Ditko. Produced by Kevin Feige and Amy Pascal. Louis D'Esposito, Victoria Alonso, Thomas M. Hammel, Eric Hauserman Carroll, Rachel O'Connor, Stan Lee, Avi Arad and Matt Tolmach serve as executive producers. The film stars Tom Holland, Samuel L. Jackson, Zendaya, Cobie Smulders, Jon Favreau, JB Smoove, Jacob Batalon, Martin Starr, with Marisa Tomei and Jake Gyllenhaal.

***Consumption data:**

Audi e-tron

Combined electric power consumption in kWh/100 km (62.1 mi)*: 26.4 - 22.6 (WLTP); 24.6 - 23.7 (NEFZ)

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

Information on fuel/power consumption and CO2 emissions in ranges depending on the chosen equipment level of the car

Audi Q8

Combined fuel consumption in l/100 km: 6.8 – 6.6; combined CO2 emissions in g/km: 179 – 172

Information on fuel consumption and CO2 emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.

Audi A7 Sportback

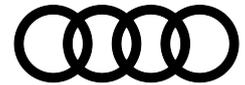
Combined fuel consumption in l/100 km: 7,3 - 4,4; combined CO2-emissions in g/km: 167 - 115;

Information on fuel consumption and CO2 emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.

The indicated consumption and emissions values were determined according to the legally specified measuring methods. Since September 1, 2017, type approval for certain new vehicles has been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO2 emissions. Beginning September 1, 2018, the WLTP will gradually replace the New European Driving Cycle (NEDC). Due to the realistic test conditions, the fuel consumption and CO2 emission values measured are in many cases higher than the values measured according to the NEDC. Vehicle taxation could change accordingly as of September 1, 2018. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp.

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer.

They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electrical consumption,



CO2 emissions and performance figures. Fuel consumption and CO2 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 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 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 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 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.
