



Product and Technology Communications

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Audi at the IAA Frankfurt 2019

- **Audi Press Conference on September 10, 2019, at 10:30 a.m. (CEST)**
- **Two world debuts – Audi AI:TRAIL and Audi RS 7 Sportback***
- **Show debut for an array of new models**
- **Shown to a live audience for the first time: the Audi e-tron FE06**

Ingolstadt/Frankfurt, September 6, 2019 – Audi is bringing two world debuts and an array of show firsts to Frankfurt in September 2019. The brand with the four rings is using the International Motor Show (IAA) to showcase a stunning collection of new products, both in the e-mobility area and from its range of conventionally powered models. The Press Conference on September 10 will feature the unveiling of the Audi AI:TRAIL concept car, the vision of a future electrically powered off-roader. Another model making its first appearance will be the new Audi RS 7 Sportback*, with which Audi Sport GmbH is expanding its portfolio of high-performance automobiles. In the shape of the e-tron FE06, Audi's Formula E racing car can be admired for the first time in its new technical configuration and with its new design.

Audi's presence at the IAA 2019 impressively underlines the scale of its current model initiative. More than half of the 26 cars at the Audi stand in Hall 3 are making their first ever appearance before a show audience. Hildegard Wortmann, Member of the Audi Board of Management for Sales and Marketing: "We are treating visitors to a stunning display of products: Over half of the models on our stand are being presented to a show audience for the very first time. We are putting the youngest product portfolio of any premium player onto the market."

The Audi A4* and Audi Q7* in the now-comprehensively upgraded version, A1 citycarver*, Q3 Sportback* and also the [Audi RS 6 Avant*](#): These are just some of the new highlights in the brand's product portfolio. They will be on show in Frankfurt until September 22, 2019, on a display area covering around 3,100 square meters (33,368.1 sq ft).

As well as the new series-production models, the first joint appearance by the four visionary vehicles of Audi Design is unquestionably the highlight of the Audi program. There is a world debut for the off-roader Audi AI:TRAIL, which redefines the genre with electric drive and a revolutionary body concept.

* The collective fuel consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.



In the field of motorsport, Daniel Abt and Lucas di Grassi will be starting the next Formula E season in November with a spectacular-looking vehicle. The Audi e-tron FE06 racing car, being shown to the public for the first time at the International Motor Show (IAA) in Frankfurt, boasts new colors and evolutionary technology. It will be making its race debut on November 22/23 in Ad Diriyah (Saudi Arabia). Daniel Abt and Lucas di Grassi are the Audi Sport ABT Schaeffler drivers for the sixth year in a row. That makes them the longest-standing and most successful duo of drivers in Formula E.

The Audi Sport ABT Schaeffler team also continues to work successfully with other, long-standing partners: Alongside technology partner Schaeffler, which shares responsibility for drivetrain development with Audi, other partners who remain involved are HYL A, ITK Engineering, the LGT Group, KUKA, MASCOT, Riello UPS and Würth Elektronik. A new face in the team is SONAX. The leading manufacturer of car care products has enjoyed close ties with motorsport for decades and has also partnered Daniel Abt for much of his still-young career.

All interested parties can watch the Audi Press Conference on Tuesday, September 10, starting at 10:30 a.m. CEST live via satellite, the internet and smart TV. After the event has concluded, a recording and additional TV footage will be available at www.audimedia.tv.

Press Conference of AUDI AG
Tuesday, September 10, 2019
10:30 a.m. (CEST) / 4:30 p.m. (CST)

- on **Audi MediaTV**: www.audimedia.tv
(German and English, link provided for embedding the live stream in other websites)
- via satellite (German and English)
- via smart TV and Apple TV using the **Audi MediaTV app**
- on the Facebook page of **AUDI AG**
- on the **Audi** YouTube channel
- on Twitter **@Audi_Press**



Satellite information/technical information for TV media for broadcasting

Europe / Middle East – live HD Feed

Date:	September 10, 2019
Live feed to start at	10.30 am CEST / 08.30 am GMT
Satellite:	EUT 10
Transponder (digital):	B03, Ch. EF
Downlink Frequency:	11.060,200 MHz
Polarization:	X
Format:	1080i/50 Hz PAL
Audio Channels:	Channel 1: german (IT), Ch.2: english
Modulation:	DVB-S2 / 8 PSK
Symbol Rate:	7.2000 Msymb/s
FEC:	3/4
MPEG:	4:2:0 / MPEG4
Encryption:	No encryption

Middle East / Asia / Australia - live HD Feed

Date:	September 10, 2019
Live feed to start at	08.30 am GMT
Satellite:	AsiaSat 5
Transponder (digital):	C7H, Ch. 9B
Downlink Frequency:	3.866,500 MHz
Polarization:	X
Format:	1080i/50 Hz PAL
Audio Channels:	Channel 1: german (IT), Ch.2: english
Modulation:	DVB-S2 / 8 PSK
Symbol Rate:	7.2000 Msymb/s
FEC:	3/4
MPEG:	4:2:0 / MPEG4
Encryption:	No encryption



USA / Canada – live HD Feed

Date:	September 10, 2019
Live feed to start at	04.30 am EST / 08.30 am GMT
Satellite:	SES-2
Transponder (digital)	02K, Slot 5
Downlink Frequency:	11.736,500 MHz
Polarization:	Y
Format:	1080i/60Hz in NTSC
Audio Channels:	Channel 1: german (IT), Ch.2: english
Modulation:	DVB-S2 / 8 PSK
Symbol Rate	7.1200 Msymb/s
FEC:	3/4
MPEG:	4:2:0 / MPEG4
Encryption:	No encryption

– End –

Fuel consumption of the models listed

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

Audi RS 7 Sportback:

Combined fuel consumption in l/100 km: 11.6 – 11.4;
Combined CO₂ emissions in g/km: 265 – 261

Audi A4

Combined fuel consumption in l/100 km: 6.9 – 3.8;
Combined CO₂ emissions in g/km: 166 – 100

Audi Q7

Combined fuel consumption l/100 km: 7.6 – 6.6;
Combined CO₂ emissions in g/km: 200 – 174

Audi Q3 Sportback

Combined fuel consumption in l/100 km: 7.7 - 4.7;
Combined CO₂ emissions in g/km: 174 – 123

Audi A1 citycarver

Combined fuel consumption in l/100 km: 5.4 – 5.2;
Combined CO₂ emissions in g/km: 122 – 118

Audi RS 6 Avant:

Combined fuel consumption in l/100 km: 11.7 – 11.5
Combined CO₂ emissions in g/km: 268 – 263



The specified fuel consumption and emission data have been determined according to the measurement procedures prescribed by law. Since September 1, 2017, certain new vehicles are already being type-approved according to the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Starting on September 1, 2018, the New European Driving Cycle (NEDC) will be replaced by the WLTP in stages. Owing to the more realistic test conditions, the fuel consumption and CO₂ emissions measured according to the WLTP will, in many cases, be higher than those measured according to the NEDC. For further information on the differences between the WLTP and NEDC, please visit www.audi.de/wltp.

We are currently still required by law to state the NEDC figures. In the case of new vehicles which have been type-approved according to the WLTP, the NEDC figures are derived from the WLTP data. It is possible to specify the WLTP figures voluntarily in addition until such time as this is required by law. In cases where the NEDC figures are specified as value ranges, these do not refer to a particular individual vehicle and do not constitute part of the sales offering. They are intended exclusively as a means of comparison between different vehicle types. Additional equipment and accessories (e.g. add-on parts, different tire formats, etc.) may change the relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO₂ emissions and the performance figures for the vehicle.

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, Germany or at 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.
