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## **“Consistently electric” – Audi’s mobility strategy**

- **More than 30 electric drive models by 2025**
- **Four electric platforms with scalable modular assemblies cover all vehicle segments**
- **Highly sought-after plug-in hybrids will already expand the product portfolio in 2019**
- **Corporate units are supporting the transition toward electrification**

**Ingolstadt, October 7, 2019 – Audi is electrifying its model range consistently and transforming into an electric car manufacturer with an extensive model portfolio. To this end, the company is relying on four production platforms in order to be able to offer electric cars for every vehicle segment. The range of plug-in hybrids on offer is also being further expanded with a product initiative in 2019. The company is promoting its electrification strategy in the areas of brand strategy, sales organization, production and personnel qualification resolutely and at high speed.**

„The future is electric. The Audi e-tron\* is for us and already for a lot of delighted customers an electrifying beginning. By 2025, we will have launched 30 electrified models, 20 of them all-electric. We are setting the pace for electric mobility suitable for everyday use“, says Bram Schot, Chairman of the Board of Management of AUDI AG.

In order to realize these ambitious projects, Audi is making use of group-wide synergies and building up the production of electric cars on four modular assemblies: The Audi e-tron\* SUV as the first all-electric model is based on an adapted version of the modular longitudinal platform (MLB evo). As the second model, the Audi e-tron GT concept sports car will be built on the J1 performance platform in close cooperation with Porsche in 2020. In 2021, Audi will launch the Q4 e-tron concept via the modular electrification platform (MEB) as an introduction to the electric world of the four rings. Audi will launch various compact and medium-size class models on the MEB platform, which Volkswagen designed for the entire Group. For the electric full-size class and luxury models, Audi is using the PPE architecture (Premium Platform Electric) whose segment-specific technical layout allows numerous high-tech technologies to be realized.

In addition, Audi is further expanding its model portfolio of hybrid models with plug-in hybrid drive (PHEV, plug-in electric vehicle), in which a TFSI engine works together with an electric

\* The 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.

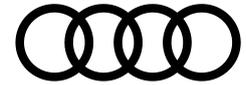


motor and a lithium-ion battery. The PHEV models feature sophisticated drive management for distinct electric stretches in cities and residential areas. In 2019 alone, Audi is presenting four new plug-in hybrids in the A7 Sportback, A8, Q5 and Q7 product lines. Further PHEV models will round off the extensive PHEV offer in 2020.

To promote sustainable mobility and further fields of innovation, Audi will be investing around EUR 14 billion in electric mobility by the end of 2023. In addition to the development and production of the new electric models, the money will also go toward personnel qualification and sales.

The company has set itself the goal to gradually make the entire life cycle of its models CO<sub>2</sub>-neutral: from raw material production, production and use all the way to the utilization and conversion to renewable energy. By 2025, the vehicle fleet's greenhouse gas footprint is to be 30 percent below the reference value from 2015. Audi intends to be carbon-neutral on balance at all locations worldwide by 2050 at the latest—working together to unleash the beauty of sustainable mobility.

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**Fuel consumption of the models listed**

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

**Audi e-tron 55 quattro:**

Electricity consumption combined in kWh/100 km: 26.2 – 22.6 (WLTP); 24.6 – 23.7 (NEDC)

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



The specified fuel consumption and emission data have been determined according to the measurement procedures prescribed by law. Since 1st September 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 CO<sub>2</sub> emissions. Starting on September 1st 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 CO<sub>2</sub> 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](http://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 tyre 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, CO<sub>2</sub> emissions and the performance figures for the vehicle.

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 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, D-73760 Ostfildern, Germany and at [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 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.

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