



Editorial Communications

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Save the date: world premiere of the Audi e-tron Sportback in Los Angeles

- Audi launches the next stage of the electric offensive with the world premiere of the Audi e-tron Sportback** in Los Angeles
- Follow the unveiling worldwide online on Audi MediaTV and Audi social media channels

Los Angeles/Ingolstadt, November 18, 2019 – Even if you can't be there, you don't have to miss a thing: you can watch the November 19 world premiere of the Audi e-tron Sportback** in Los Angeles online. Audi will broadcast at 6:00 p.m. local time (3:00 a.m. CET on November 20) on Audi MediaTV and on the social media channels of AUDI AG.

The brand with the four rings will present the next all-electric model – the Audi e-tron Sportback* – at the LA Auto Show. In doing so, Audi is bringing together the best of three worlds: the strong presence of an SUV, the elegance of a Sportback, and the progressive character of an electric car.

More than just looking: Host Angela Chee will officiate the 10-minute program and offer numerous insights into the electrical future of the brand. People interested in the action can follow the premiere on Tuesday, November 19, from 6:00 p.m. local time (3:00 a.m. CET on November 20) on the Internet, via Smart TV, Apple TV and via social media. After the event has concluded, a recording and additional TV footage will be available at www.audimedia.tv.

**World premiere of the Audi e-tron Sportback
Tuesday, November 19, 2019
6:00 p.m. (PST)/3:00 a.m. (CET, November 20)**

- on Audi MediaTV: www.audimedia.tv
(German and English, link provided for embedding the live stream in other websites)
- via Smart TV and Apple TV through the **Audi MediaTV app**
- on the Facebook page **@Audi.AG**

*** 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.*



- on the YouTube channel **@Audi**
- on Twitter **@AudiOfficial**
- on the LinkedIn page **@Audi AG**

– End –

Fuel consumption of the models listed

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

Audi e-tron Sportback 50 quattro

Combined electric power consumption in kWh/100 km (62.1 mi): 26.3 - 21.6 (WLTP);
23.9 – 21.4 (NEFZ)

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

Audi e-tron Sportback 55 quattro

Combined electric power consumption in kWh/100 km (62.1 mi): 26.0 – 21.9 (WLTP);
22.7 – 20.6 (NEFZ);

Combined CO₂ emissions 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 CO₂ 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 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 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, 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 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.



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.
