

Corporate Communications

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Audi close-up

Audi e-tron Sportback conquers the virtual world

Ingolstadt/Tokio April 29, 2020 – It is the next step in digitalization and virtual experience for the Four Rings: Audi is the first car manufacturer to use "Virtual Market 4," one of the world's largest virtual reality events, as a presentation and experience platform for the all-new Audi e-tron Sportback (combined electric power consumption in kWh/100 km* (62.1 mi): 26.3 - 21.6 (WLTP); 23.9 – 20.6 (NEFZ); combined CO2 emissions in g/km* (g/mi): 0).

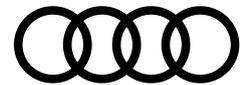
The Social VR-event created by the Japanese company Hikky will take place for the fourth time in 2020 and attracted more than 710,000 international visitors last year. This year, the organizers expect up to one million participants, who will move through the virtual space called "Para-real Tokyo" as 3D characters and interact with each other. In view of the current situation, "Virtual Market 4" is therefore an ideal format for preparing and flanking the market launch of the Audi e-tron Sportback in Japan and beyond. The model will be launched in Europe in this quarter and will reach dealers in the United States and Asia in the second half of the year.

The Audi e-tron Sportback is parked in "Para-real Tokyo" at selected locations. If a visitor touches the vehicle, he is guided to a very special virtual Audi stand: The Audi booth is a digital recreation of the "Audi Meteorite", a special e-tron experience facility installed physically at Munich Airport for a limited period from beginning 2019 and in Shanghai in autumn 2019.

Visitors of the digital world of experience can not only see the second model of the e-tron family there, but also various features, design and technology will be explained live by Audi avatars. In addition, the "Virtual Market" players have the opportunity to take guided virtual test drives around the Meteorite.

Audi will take part in "Virtual Market 4" together with 42 other companies and around 1,400 stores.

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



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.

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, Germany, or under 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 16 locations in 11 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.846 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of €55.7 billion and an operating profit of €4.5 billion. At present, 90,000 people work for the company all over the world, 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.
