



Save the date: the online world premiere of the Audi Q4 e-tron

- **Audi's electrification offensive gains momentum in the compact segment**
- **The Audi Q4 e-tron sets new standards for the interior and controls**
- **Digital presentation as part of the Celebration of Progress on 14 April 2021**

Ingolstadt, 7 April 2021 – The Audi Q4 e-tron is the first all-electric SUV of the Four Rings brand in the compact-car segment, combining pioneering design, cutting-edge display technologies and outstanding spaciousness. In this way Audi is consistently pressing ahead with its offensive for electrification. The world premiere will take place on 14 April 2021 as part of a digital event.

Audi will make a virtual presentation of the new Audi Q4 e-tron as part of the Celebration of Progress. The online streaming will begin at **7 pm Central European Summer Time**. Markus Duesmann, CEO of AUDI AG, and Hildegard Wortmann, Board Member for Sales and Marketing, together with actor Régé-Jean Page, filmmaker, actor and activist Olivia Wilde and the athletes Anna Gasser and Malaika Mihambo, will present the electric-powered compact SUV. Audi experts including Marc Lichte, Head of Design, and Henrik Wenders, Senior Vice President Audi Brand, will provide detailed insights into the highlights of the Audi Q4 e-tron and its significance for the Four Rings. For the brand, this model is a further important step in the electrification offensive. The model takes its place in an especially attractive and fast-growing market segment, the compact SUV class. The Audi Q4 e-tron follows the SUV models Audi e-tron*, Audi e-tron Sportback* and the sporty Audi e-tron GT*.

Note for journalists:

The world premiere of the Audi Q4 e-tron will be streamed on [Audi MediaTV](#). After the world premiere you can find comprehensive media material and additional TV footage there and in the [Audi Media Center](#).

The following channels will also stream the Celebration of Progress:

- Audi MediaTV (in the Audi Media Center) and the smartTV and mobile apps (iOS / Android)
- progress.audi (German, English, Spanish, French, Italian)
- the YouTube channels Audi (English), Audi Deutschland (German), Audi France (French), Audi Spain (Spanish) and Audi Italia (Italian)
- Twitter @AudiOfficial
- the Facebook pages @Audiofficial (English) and @Audifrance (French)
- the LinkedIn page AUDI AG (English)
- channels of Audi China and FAW VW (Chinese)

*The collective fuel/electric power 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.



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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 19 locations in 12 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 2020, the Audi Group delivered to customers about 1.693 million automobiles of the Audi brand, 7,430 sports cars of the Lamborghini brand and 48,042 motorcycles of the Ducati brand. In the 2020 fiscal year, AUDI AG achieved total revenue of €50.0 billion and an operating profit before special items of €2.7 billion. At present, around 87,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.

Fuel consumption of the models named above

Information on fuel/electric power consumption and CO₂ emissions in ranges depend on the tires/wheels used as well as the selected equipment.

Audi e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 26,6 - 22,4 (WLTP); 24,3 - 21,0 (NEFZ), combined CO₂ emissions in g/km (g/mi): 0 (0)

Audi e-tron Sportback

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 (0)

Audi RS e-tron GT

Combined electric power consumption in kWh/100 km (62.1 mi): 20.2-19.3 (NEDC), 22.5-20.6 (WLTP); combined CO₂ emissions in g/km (g/mi): 0

Audi e-tron GT quattro

Combined electric power consumption in kWh/100 km (62.1 mi): 19.6-18.8 (NEDC), 21.6-19.9 (WLTP); combined CO₂ emissions in g/km (g/mi): 0



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. Since September 1, 2018, the WLTP has gradually replaced the New European Driving Cycle (NEDC). Due to the more realistic test conditions, the consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. 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 electric power consumption, CO₂ emissions and performance figures.

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).