



Electrifying: the online world premiere of the Audi Q4 e-tron

- **Digital presentation at the Celebration of Progress**
- **Compact SUV/CUV as an entry point for e-mobility in the compact segment**
- **CEO Duesmann: “The electric offensive is gaining further momentum at Audi”**

Ingolstadt, 14 April 2021 – Audi is pressing forward consistently with its electrification offensive: at a world premiere with celebrity participants, the Four Rings company presented the Audi Q4 e-tron* and the Audi Q4 Sportback e-tron*. These all-electric models represent the brand’s entry into premium e-mobility in the compact segment. At the second digital Celebration of Progress, in the company of Audi experts and international guests, the Four Rings demonstrated the highlights of the SUV/CUV: typical e-tron design, cutting-edge display technologies and impressive spaciousness.

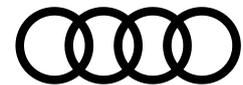
Markus Duesmann, CEO of AUDI AG, and Hildegard Wortmann, Board Member for Sales and Marketing, along with other Audi protagonists including Henrik Wenders, Head of Brand, and Marc Lichte, Head of Design, emphasized the role of the Audi Q4 e-tron in the brand’s electrification strategy.

“In 2021 the electric offensive is gaining further momentum at Audi. For the first time, more than half of all models newly launched in one year are electric. In this way we are more than doubling the number of our all-electric models, from three to seven,” explained Markus Duesmann. “Sustainability is of key importance for us, beyond the power source. That is why we wish to compensate the entire CO₂ emissions resulting from the manufacture of the Q4 e-tron models. This means that all vehicles are to be delivered to our customers with a neutral carbon balance sheet.”

For AUDI AG, on its path to becoming a provider of networked and sustainable premium mobility, electrification is one of the key strategic themes for the future. Thanks to the design vocabulary of the e-tron, every all-electric model made by the Four Rings brand is recognizable at a glance as an electric Audi. The Q4 e-tron* and the Audi Q4 Sportback e-tron * set new standards, combining a sporty and progressive character with SUV design. The spacious interior provides the option of a large augmented-reality head-up display for an innovative driving experience.

In addition to the Audi experts, at the digital world premiere the moderator Steven Gätjen talked to international guests about the vehicle and their personal attitudes to progress. The actor Régé-Jean Page, the filmmaker, actor and activist Olivia Wilde, and the athletes Anna Gasser and Malaika Mihambo explained why in their view the Audi Q4 e-tron is a car suited to everyday use in today’s world. All of the guests, like Audi, are united in their spirit of striving for progress and change in order to continually improve themselves, society and the environment.

*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.



The all-electric models currently available from Audi are the Audi e-tron* and Audi e-tron Sportback*, the sports models Audi e-tron GT* and Audi RS e-tron GT*, as well as the Audi Q2L e-tron in China. The Audi Q4 e-tron* and Audi Q4 Sportback e-tron* now expand the range and are available from dealers in Europe beginning in early summer. By 2025 the company plans to introduce more than 20 all-electric models and to further extend its PHEV portfolio.

Quotes from the Celebration of Progress

“With the Audi Q4 e-tron and the Audi Q4 Sportback e-tron we are pressing ahead with our electrification offensive. We are expanding our product range in the growing market segment for compact SUV/CUVs. In this way we are offering our customers an attractive entry point to the premium world of e-mobility.”

Hildegard Wortmann, Board Member for Sales and Marketing, AUDI AG

“For us, the design of the Audi Q4 e-tron points to the future and is representative of the design language of Audi’s e-tron models. As the first series-produced car with a digital and individually selectable light signature, the Audi Q4 e-tron guarantees an unmistakable appearance by day and night.”

Marc Lichte, Head of Design, AUDI AG

“Future is a philosophy for us. The Audi Q4 e-tron symbolizes the next step on the path to the electric future of premium mobility, and stands for ‘Vorsprung durch Technik’. For customers entering the electric segment, too, we are putting our Audi values on the road and offering a high-quality Audi experience.”

Henrik Wenders, Head of Brand, AUDI AG

“I admire Audi’s spirit of progress and innovation. New technologies and fresh perspectives are vital to building the kind of future, and the kind of world we all want to live in together.

Regé-Jean Page, actor

“It’s great to see that Audi acts. The use of recycled materials and electric vehicles is a more sustainable choice. I’ve got the feeling that more and more like-minded people want to reduce their impact on the environment. I can’t wait to take the Q4 e-tron for a spin...”

Olivia Wilde, filmmaker, actor and activist

“With its range, the Audi Q4 e-tron is perfect for trips to training and competitions. And thanks to the e-tron charging service, in the driving seat I have the assurance that I can recharge the car anytime and anywhere.”

Malaika Mihambo, long jump world champion



“Nature is part of my sport, and driving a car with no CO₂ emissions really felt good. I can’t wait for my Q4 e-tron!”

Anna Gasser, snowboarder

Note:

The event is still available for [online](#) access.

For further information on the Audi Q4 e-tron, please refer to the [Audi MediaCenter](#)

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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 Q4 e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 17,0 – 19,9 (WLTP); 15,8 – 17,8 (NEFZ), combined CO₂ emissions in g/km (g/mi): 0 (0)

Audi Q4 Sportback e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 16,6 – 20,9 (WLTP); 15,6 – 17,9 (NEFZ), combined CO₂ emissions in g/km (g/mi): 0 (0)

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 (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 (0)

Audi Q2L e-tron (Chinese Market)

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 all 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).