



## **The Audi e-tron GT – a Gran Turismo unlike any other – now available in numerous markets**

- In Germany, the e-tron GT starts at €99,800, the RS e-tron GT at €138,200
- A new era of Gran Turismo: sporty, comfortable, and sustainable
- Audi received numerous preorders for both of these impressive electric models

**Ingolstadt, May 3, 2021 – It's an Audi unlike any other, and as of today, the e-tron GT is now on sale at dealerships across Europe. The fully electric Gran Turismo is available in two models, in both cases with all-wheel drive. As the Audi e-tron GT quattro (combined power consumption in kWh/100 km\*: 19.6 – 18.8 (NEDC), combined CO<sub>2</sub> emissions in g/km\*: 0), it has a starting price of 99,800 euros in Germany. The RS e-tron GT (combined power consumption in kWh/100 km\*: 20.2 – 19.3 (NEDC), combined CO<sub>2</sub> emissions in g/km\*: 0) is available starting at 138,200 euros.**

With the launch of the Audi e-tron GT quattro\*\* and the RS e-tron GT\*\*, the brand with the four rings is blazing a trail into the emotional, extremely exciting future of electric mobility. The four-door coupe reinterprets the traditional Gran Turismo concept – its design expressive, its technology revolutionary. Two powerful electric motors – one on the front axle, the other on the rear axle – are responsible for the outstanding electric all-wheel drive. In the Audi e-tron GT quattro, they together deliver 350 kW (476 PS) and 630 Nm of torque; in the RS e-tron GT, those figures climb to 440 kW (598 PS) and 830 Nm of torque. With its 84 kWh capacity (net), the lithium-ion battery allows the models to achieve ranges of up to 488 kilometers, while its 800-volt technology ensures that the battery can be recharged extremely quickly. As a result, the Audi e-tron GT quattro\*\* and the RS e-tron GT\*\* also stand out thanks to their exceptional suitability for day-to-day use and long-distance trips.

The RS e-tron GT\*\* is Audi's new electric flagship model, and can sprint from 0 to 100 km/h (62.14 mph) in 3.3 seconds and reach a top speed of 250 km/h (155.14 mph). Its chassis includes features such as adaptive three-chamber air suspension and an electronic differential lock on the rear axle. A coating of tungsten carbide on the brake pads further enhances the performance of the brake system, while the e-tron sport sound creates a fitting acoustic backdrop for this technological masterpiece. All of these features are also available for the Audi e-tron GT quattro\*\*. A number of options are available for both models, including up to 21-inch wheels, all-wheel steering, Matrix LED headlights with Audi laser light, and seat covers that contain a high percentage of recycled materials.

### **The e-tron GT goes on sale today**

Customers have been able to preorder the all-electric Gran Turismo since mid-February, and Audi has received numerous preorders since then. The cars start shipping today in the 27

**The equipment, data, and prices specified refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.**

\* Information on fuel consumption and CO<sub>2</sub> emissions in ranges depending on the tires and wheels used as well as the optional equipment chosen.

\*\* 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.



EU markets as well as in the United Kingdom. In Germany, the e-tron GT quattro\*\* has a list price starting at 99,800 euros, while the RS e-tron GT\*\* starts at 138,200 euros.

To coincide with the launch, Audi is unveiling the next phase of its global brand campaign in May with the slogan "Future is an Attitude", highlighting the trail the brand with the four rings is blazing into the future of sustainable premium mobility. It features actor and producer Tom Hardy, a longtime ambassador of the brand, who shares the passion of Audi for sustainability, design, and performance that is embodied by the new Audi RS e-tron GT\*\*. The accompanying TV spot "Passion Creates Progress" was produced using innovative technology that renders virtual environments in real time, thereby enabling a more sustainable method of production. All those interested can find further campaign elements [online](#).

### **The Audi e-tron is the world's best-selling premium electric car**

With the launch of the e-tron GT, AUDI AG is continuing its transformation into a provider of sustainable premium mobility. In 2020, the brand with the four rings was by far the largest manufacturer of electric vehicles among Germany's three premium brands. The extremely successful Audi e-tron and e-tron Sportback models recorded year-over-year growth of 79.5 percent last year, with 47,324 units delivered to customers. Globally, the Audi e-tron is the best-selling electric vehicle offered by a German premium manufacturer; in Norway, it was even the best-selling model overall in 2020.

More than 80 percent of the models in Audi's range are currently available with an all-electric or electrified drive system, including plug-in hybrid drives (PHEV) and mild hybrid systems (MHEV). And the carmaker's EV offensive continues to pick up steam, with Audi increasing the number of all-electric models (BEVs) in its range from three to seven this year. Looking ahead, the company intends to have more than 20 all-electric models and an expanded PHEV lineup on the road by 2025.

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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, 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.

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### **Fuel consumption of the models named above**

*Information on fuel/electricity consumption and CO<sub>2</sub> emissions in ranges depending on the tires and alloy wheel rims used and on the equipment and accessories of the car.*

#### **Audi e-tron GT quattro**

Combined electric power consumption in kWh/100 km (62.1 mi): 21.6–19.9 (WLTP);  
19.6–18.8 (NEDC); combined CO<sub>2</sub> emissions in g/km (g/mi): 0 (0)

#### **Audi RS e-tron GT**

Combined electric power consumption in kWh/100 km (62.1 mi): 22.5–20.6 (WLTP);  
20.2–19.3 (NEDC); combined CO<sub>2</sub> emissions in g/km (g/mi): 0 (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 CO<sub>2</sub> emissions. Since September 1, 2018, the WLTP has gradually replaced the New European Driving Cycle (NEDC). Due to the realistic test conditions, the fuel consumption and CO<sub>2</sub> emission values measured are in many cases higher than the values measured according to the NEDC. Vehicle taxation could change accordingly as of September 1, 2018. Additional information about the differences between WLTP and NEDC is available at [www.audi.de/wltp](http://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 electrical consumption, CO<sub>2</sub> emissions and performance figures.

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 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](http://www.dat.de)).