



Regenerative Design: Audi at Design Shanghai 2021 in cooperation with Stella McCartney

- **The fair stand demonstrates the use of sustainable materials in products by Stella McCartney and Audi**
- **Audi e-tron GT quattro* looks to the future of mobility**
- **Walk-through installation in front of the design-fair grounds**

Shanghai/Ingolstadt, June 3, 2021 – In 2021 Audi is once again represented at Design Shanghai as Headline Partner. At this design fair, the Four Rings brand is showing its focus on forward-looking, sustainable solutions. The fair stand impressively demonstrates the use of recycled materials in the Audi e-tron GT quattro* as well as in Stella McCartney's innovative products. The fair takes place from 3 to 6 June 2021 in the Shanghai World Expo Exhibition & Convention Center.

"The theme of this year's design fair - Regenerative design comes to China – and the world – is an excellent fit for Audi“, explains Henrik Wenders, head of Audi Brand. "Audi is known for its outstanding design and is passionately committed to sustainability. With the Audi e-tron GT quattro* we are presenting this combination at its very best. We are delighted to be at Design Shanghai this year in cooperation with Stella McCartney, providing an insight in a walk-in installation of how both the fashion and the automotive business think and live in a sustainable way."

This year the Audi stand at the fair is dedicated to the topic of sustainability and shows parallels between the fashion and the automobile business. With Stella McCartney, Audi has gained a strong partner. The fashion designer is the industry leader in her use of innovative materials with low impact to the environment, just as the Four Rings do. On display is Stella McCartney Falabella Go bag made from Econyl, a material consisting of 100 percent recycled nylon fibers. The fibers come from production waste, remains of fabrics and carpets, or from old fishing nets.

In the Audi e-tron GT quattro*, which is also shown at the stand, Audi employs this material too: the carpet and floor mats are made from it. Sustainable materials are also used elsewhere in the interior of the Gran Turismo. In the optional leather-free design package, for example, the covers of the sports seats are a combination of artificial leather with the textile Kaskade or a blend of artificial leather with Dinamica, a micro-fiber material. In both cases these covers consist mainly of materials such as polyester fibers, which are made from recycled PET bottles, textiles or scraps of fibers. The trade-fair stand is presented with stretched fabric made from Econyl thread.

*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.



At the entrance to the fair, Audi has created a walk-through installation once again. Here visitors can get information about, among other things, the production of Econyl and see what the fashion label Stella McCartney and Audi have in common in their use of this material as a building block for becoming carbon neutral.

On the opening day of Design Shanghai, Audi will again be represented with a talk session in the Design Forum. Wu Yunzhou, coordinator for Interior Design at Audi China and Zhao Yu (Scott), head of Innovation Research at Audi China, will discuss sustainability as a global trend and the growing awareness of this topic in China. They will show how sustainability is implemented in automobile design by the Four Rings brand: in the shape of the vehicle and in the materials that are used, but also in the design process itself.

These activities at Design Shanghai once again demonstrate the transformation of Audi into a provider of sustainable premium mobility. With the Audi e-tron GT models and different versions of the Audi Q4 e-tron, the number of electric models will be doubled from three to seven in 2021. By 2025 the company plans to have more than 20 fully electric models and to further expand its PHEV portfolio.

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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 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)

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-Schornhausen, Germany (www.dat.de).