



## **Success for Audi: The e-tron GT wins the Golden Steering Wheel as the most beautiful car of the year**

- Fully electric Gran Turismo receives the prestigious prize
- The award is the result of a vote among readers across Europe
- Audi e-tron GT\* emphasizes the claim as a “flagship model from Audi”

**Berlin, November 10, 2021 – In Germany’s 2021 *Goldenes Lenkrad* (Golden Steering Wheel) awards, the Audi e-tron GT\* won in the Most Beautiful Car of the Year category. The winner in this category prevailed against 69 other car models. Readers of the motoring magazine *Auto Bild*, its counterparts elsewhere in Europe, and the newspaper *Bild am Sonntag*, all submitted their votes for this prestigious competition over the summer.**

The 45th Golden Steering Wheel awards took place on November 9 at the Journalistenclub in Berlin’s Axel-Springer-Haus. During the ceremonies hosted by Barbara Schöneberger, Markus Duesmann, CEO of AUDI AG, was presented with the famous sculpture for “the Most Beautiful Car of the Year.” “In its design, the e-tron GT\* emphasizes our claim as an automotive design brand. With its impressive performance, it offers the most emotional kind of electromobility. And with its sustainable concept, it expresses an attitude. The e-tron GT is our flagship model,” said Duesmann.

### **A total of 70 new models competed against one another**

The Golden Steering Wheel is not only one of the most prestigious, but also the oldest automotive competitions in Germany – awarded for the first time in 1976. Some 70 new models were competing for the 2021 Golden Steering Wheel, distributed across 12 categories. What is particular about it is that the vote for the Most Beautiful Car of the Year is a cross-category competition and readers can vote for it directly. That means it is a real audience award and therefore a heartfelt choice for an emotional car.

### **The progressive e-tron GT sets off real award fireworks**

The e-tron GT\* is considered a trailblazer for Audi’s electric future, because from 2026, the company will only market new models with electric drive systems. The e-tron GT\* manifests emotional design, dynamic performance, and a sustainable concept – attributes that are turning this sports car into an icon of the Audi brand even now. Apart from the Golden Steering Wheel award, this claim also substantiates several other prizes.

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

\*Information on fuel consumption and CO2 emissions as well as efficiency classes in ranges depend on the tires/wheels used as well as the selected equipment.

\*\*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.



That is how the Gran Turismo won the 2021 Autonis award for best design innovation in the luxury class given by the journal *auto motor und sport*. The German Car of the Year 2022 also went to the e-tron GT\* in the luxury category. The e-tron GT\* embodies the electric flagship in the Audi portfolio and, despite the fact that it has hardly been on the market for a year, it has the potential to become a real classic.

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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 20 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.

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**Fuel/electric power consumption of the models named above**

Information on fuel/electric power consumption and CO<sub>2</sub> 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): 21.8–19.9 (WLTP);  
19.6–18.8 (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 more realistic test conditions, the consumption and CO<sub>2</sub> 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](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 electric power 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)).