

Audi Sport GmbH (formerly quattro GmbH)

Facts & Figures (as of February 28, 2023)

- Founded: 1983
- Managing directors: Dr. Sebastian Grams, Rolf Michl
- Employees: approx. 1,500 (as of 2/28/2023)
- Areas of operations: Development and production of high-performance models; individualization/accessories; Audi Sport racing (factory racing, and customer racing)

Founded 40 years ago with a handful of employees, today Audi Sport GmbH – formerly quattro GmbH – shapes the sporty, exclusive image of the brand with the four rings. Only the sportiest models bearing the four rings are allowed to use the insignia R and RS. In addition to dynamic models for the general customer base, the company also handles customization through the Audi exclusive program and the Audi collection. Audi Sport GmbH is managed by Dr. Sebastian Grams, responsible for high-performance models and vehicle customization, and Rolf Michl, responsible for motorsports, finances, procurement, and strategy. Audi will enter Formula 1 for the first time in 2026. For this purpose, the independent Audi Formula Racing GmbH was founded as a wholly owned subsidiary of Audi Sport GmbH. It is responsible for the development and production of the specially developed power unit and is headed by CEO Adam Baker.

The model portfolio – Exceptional performance on four wheels

Boasting 16 models, the Audi Sport GmbH portfolio is larger than ever – the number of models has doubled since 2012. Customers who are interested in buying a car from the sporty Audi subsidiary can also have Audi exclusive customize their purchase. The current model family ranges from the compact Audi RS 3* with its legendary five-cylinder turbo engine to the 450-PS RS 4 Avant* with a Biturbo V6 and from the RS 6 Avant* and RS Q8*, each with a twin-turbocharged eight-cylinder engine, to the R8* super sports car with a naturally aspirated V10 engine or the four rings' sporty fully electric flagship: the RS e-tron GT*.

Audi Sport GmbH again set new records in 2022, when exactly 45,515 cars were delivered. That is equivalent to an increase of 15.6 percent compared with the previous record year 2021, when around 40,000 Audi Sport vehicles were delivered to customers. The high demand for electric models is also reflected in Audi Sport GmbH's record results: Among the cars delivered were 10,042 Audi e-tron GT quattro* and RS e-tron GT* models.

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.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

With the RS e-tron GT*, Audi Sport GmbH has already offered impressive proof that electrification and performance go hand in hand. However, this only marks the beginning of a systematic electrification strategy.

The next fully electric RS models based on the PPE platform will follow. In total, Audi Sport GmbH plans to introduce around ten fully and hybrid electric Audi Sport models, some of them entirely new, by 2026. By the end of the decade, the Audi Sport GmbH portfolio will consist entirely of battery-electric (BEV) and plug-in-hybrid electric (PHEV) models.

Production – Craftsmanship meets smart factory

Around 1,500 employees are part of the Audi Sport GmbH family, which has been registered as a manufacturer of high-performance vehicles since 1996. The headquarters of Audi Sport GmbH are located in Neckarsulm, while the motorsports division, including the independent Audi Formula Racing GmbH, is based in Neuburg an der Donau.

At Audi Böllinger Höfe, the flagship of series production near Neckarsulm, employees of Audi Sport GmbH manufacture the two most powerful and sporty cars that the brand with the four rings has to offer: Both the only Audi with a ten-cylinder engine, the R8*, and the first fully electric RS model in the company's history, the RS e-tron GT*, are built here. On some 40,000 square meters (47,800 sq yd), precise manufacturing and the smart production of the future meet: While the bodies of both models are largely manufactured separately – the R8* almost exclusively by hand – subsequent assembly takes place on a shared line. The production of two such technologically distinct models on a single assembly line is unique in the Volkswagen Group.

In addition, production at Audi Böllinger Höfe is also net carbon-neutral. To achieve this, Audi purchases green electricity and heat from renewable sources. CO2 emissions that Audi cannot yet avoid by means of renewable energy sources are offset using so-called carbon credits from certified environmental projects. Audi Sport Production is thus making a significant contribution to Audi's "Mission:Zero" environmental program for systematically sustainable production. One key objective of the program is to achieve carbon-neutral production locations by 2025.

Motorsports – The DNA of Audi Sport

Audi Sport has stood for "Vorsprung durch Technik" in international motorsports since 1981. Whether at the World Rally Championship, Pikes Peak, Super Touring, DTM, GT racing, Le Mans prototypes, or Formula E: In an impressive performance, Audi has triumphed in all motorsport projects with numerous victories and major championship titles. Currently, the company's motorsports program consists of the Dakar project and customer racing. In 2026, Audi will enter Formula 1.

The know-how that Audi Sport GmbH, which has been responsible for the brand with the four rings' entire motorsports program since 2020, has gained in motorsports is reflected in all its models.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*



Formula 1 will spearhead the company's related activities in the future. Audi Sport GmbH has established a wholly owned subsidiary, Audi Formula Racing GmbH, to enter the premier class of motorsports. From 2026, the brand with the four rings will be competing in the FIA Formula 1 World Championship with a specially developed power unit.

The power unit will be built at Audi Sport's state-of-the-art Competence Center Motorsport at the Audi location in Neuburg an der Donau, not far from AUDI AG headquarters in Ingolstadt. The location, which opened in 2014, is considered one of the most sophisticated of its kind and is currently undergoing extensive expansion for the F1 debut. The move entails the first Formula 1 power unit to be built in Germany since 2009. The decisive factor are the new regulations of the International Automobile Federation (FIA), which, among other things, require sustainable synthetic fuels from 2026 and raise the electric share of hybrid drive units to close to 50 percent. Audi wants to actively shape the transformation of what is by far the most important motorsport series.

The same is true when it comes to the company's involvement in the famous Dakar Rally. The Audi RS Q e-tron will compete in cross-country rallies in the T1 Ultimate class for alternative-drive prototypes. The RS Q e-tron's drive concept combines an electric powertrain with a high-voltage battery and a highly efficient energy converter. Following their successful debut with first stage wins at the 2022 Dakar Rally, the Audi Sport team achieved the first overall victory of a car with an electric powertrain in a cross-country rally at the Abu Dhabi Desert Challenge. The next technological innovation followed at the 2023 Dakar Rally, where Audi used an innovative fuel for the first time that reduced CO₂ emissions by more than 60 percent. During the 2023 season, the Audi Sport team is preparing intensively for another go at the 2024 Dakar Rally.

In motorsports for customers, Audi Sport customer racing had its most successful season to date with 76 titles and 290 individual victories worldwide – including three at 24-hour races. With three different GT versions of the Audi R8 LMS and the Audi RS 3 LMS TCR race car, Audi Sport customer racing offers customers four different, extremely popular models. In 2022, the customer sport division produced the 300th Audi R8 LMS GT3. For the third time in five years, the Audi RS 3 LMS triumphed in the comparative evaluation of all race cars by the WSC organization, the founder and licensor of the popular TCR category. Audi Sport customer racing supports its customer teams at racing events around the world not only in terms of technology but with drivers as well. In 2023, the Audi Sport customer racing driver lineup will include a total of 14 drivers.

Audi exclusive and Audi collection: Audi Sport GmbH leaves no wish unfilled

The Audi exclusive customization program and accessory program also contribute to the success of Audi Sport. For example, Audi Sport GmbH offers numerous accessory packages exclusively for RS models.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

At the same time, the Audi exclusive team focuses on meeting the exclusive and individual needs of customers. From custom paint jobs and luxurious interior options with high-quality leather, embroidered decorative stitching, and selected woods to limited special editions – the wide range of options means practically no wish goes unfulfilled. This goes down well with customers the world over: In 2022, Audi exclusive made ten limited special editions and customized one in four Audi R8* models.

The Audi exclusive vision: To combine sustainability and customization into attractive offers for Audi customers and enabling them to have a unique experience. This even includes new digital solutions, such as the “Audi exclusive Customizer”, a 3D visualization tool that customers can use to design their cars in thousands of individual combinations and thus create their own personal one of a kind vehicle.

With lifestyle products from Audi collection, Audi Sport GmbH appeals to all fans who also want a comprehensive brand experience that goes beyond the car. In addition, Audi collection also manages the global licensing business for Audi brands and offers employee outfits for trade fairs and events as well as the Audi Corporate Fashion Shop.

40 years of pioneering spirit

As Heraclitus once said, “The only constant in life is change”, and that is also true for Audi Sport GmbH. There has always been, and always will be, transformation here: quattro GmbH was founded in 1983 to secure the quattro name and marketing rights. What began in the mid-1980s with high-quality accessories and sports gear went on to become a success story. At the 1995 International Motor Show, quattro GmbH presented the first customized Audi models, including the Audi A8 and the Audi Cabriolet. The following year, in 1996, quattro GmbH was officially registered as a car manufacturer – the first in-house model was the Audi S6 plus. Today, the initial handful of people have grown into a team of around 1,500 dedicated employees. In 2020, series production, vehicle customization, Audi exclusive, and all Audi motorsport activities were brought together under Audi Sport GmbH. In this challenging market, Audi Sport GmbH hit record sales figures for the second time in 2022 and is the only manufacturer with a partially electric drive to take on the toughest rally in the world, the legendary Dakar Rally.

All this was made possible by the Audi Sport GmbH team repeatedly daring to do new things while at the same time remaining true to their intrinsic character. Going forward, Audi’s sporty subsidiary is pursuing a clear and systematic electrification strategy.

Their vision: To set standards in the high-performance customer experience and electrification sector – both on the racetrack and the road – and thus to ensure the future of the brand with the four rings’ sporty DNA these 40 years after the founding of quattro GmbH.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*



Audi Sport GmbH Communications

Lisa Först

Audi Sport GmbH Spokesperson

Phone: +49 152 57718303

Email: lisa.foerst@audi.de

www.audi-mediacyber.com



The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 22 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2022, the Audi Group delivered 1.61 million Audi vehicles, 15,174 Bentley vehicles, 9,233 Lamborghini vehicles, and 61,562 Ducati motorcycles to customers. In the 2022 fiscal year, AUDI Group achieved a total revenue of €61.8 billion and an operating profit of €7.6 billion. Worldwide, more than 87,000 people worked for the Audi Group in 2022, over 54,000 of them at AUDI AG in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.

Fuel/electric power consumption and emissions values of the models named above:**

Audi RS 3

Combined fuel consumption in l/100 km: 9.5 - 8.9 (24.8 - 26.4 US mpg)*;

Combined CO2 emissions in g/km: 216 - 201 (347.6 - 323.5)*

Audi RS 4 Avant

Combined fuel consumption in l/100 km: 10.1 - 9.6 (23.3 - 24.5 US mpg)*;

Combined CO2 emissions in g/km: 229 - 217 (368.5 - 349.2)*

Audi RS 6 Avant

Combined fuel consumption in l/100 km: 12,7 - 12,2 (18.5 - 19.3 US mpg)*;

Combined CO2 emissions in g/km: 289 - 276 (456.1 - 444.2)*

Audi RS Q8

Combined fuel consumption in l/100 km: 13.6 - 13.2 (17.3 - 17.8 US mpg)*;

Combined CO2 emissions in g/km: 308 - 300 (495.7 - 482.2)*

Audi R8

Combined fuel consumption in l/100 km: 15.0 - 12.5 (15.7 - 18.8 US mpg)*;

Combined CO2 emissions in g/km: 341 - 284 (548.8 - 457.1)*

Audi TT RS Coupé

Combined fuel consumption in l/100 km: 9.2 - 8.8 (25.6 - 26.7 US mpg)*;

Combined CO2 emissions in g/km: 208 - 201 (334.7 - 323.5)*

Audi RS e-tron GT

Combined electric power consumption in kWh/100 km (62.1 mi): 22.1-19.8;

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): 21.6-19.6;

combined CO2 emissions in g/km (g/mi): 0



***The indicated consumption and emissions values were determined according to the legally specified measuring methods. The WLTP test cycle completely replaced the NEDC on January 1, 2022, which means that no NEDC figures are available for vehicles with new type approvals from after this date.*

The figures do not refer to a single, specific vehicle and are not part of the offering but are instead provided solely to allow comparisons of the different vehicle types. Additional equipment and accessories (add-on parts, different tire formats, etc.) may change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO2 emissions and the performance figures for the vehicle.

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. This may result in corresponding changes in vehicle taxation since September 1, 2018. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp

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, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).