At the limit: Audi shows the world’s sportiest piloted driving car

- Audi to demonstrate piloted driving potential at DTM finale
- Audi RS 7 piloted driving concept car at the Hockenheimring race track

Ingolstadt, October 9, 2014 – Audi takes the world’s sportiest piloted driving car to the starting line: A driverless Audi RS 7 Sportback* will take a lap on the Hockenheim race track on Sunday, October 19, in the season finale of the German Touring Car Championship (DTM).

The Audi RS 7 piloted driving concept car will handle the Hockenheim track at racing speed. With the latest Audi developments on board, the technology demonstrator will drive to its physical limits with millimeter precision. In the process, it will be approximately as fast as with a professional race car driver at the wheel. Tests conducted so far indicate that on the grand prix track a lap time of just over two minutes can be expected, and that the technology demonstrator should reach speeds of up to 240 km/h (149.1 mph). With the Audi RS 7 piloted driving concept car, Audi wants to show the great potential of piloted driving, which the premium carmaker has lined up for the future.

The performance of the world’s sportiest piloted driving car will be broadcasted live and exclusively on the Internet on October 19 starting at 12:45 p.m. on Audi MediaTV.

More information will be available starting Tuesday, October 14, at 2:00 p.m. here.

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*The collective fuel consumption of all models named above and available on the German market can be found in the list provided at the end of this MediaInfo.
Fuel consumption of the models named above:

**Audi RS 7 Sportback:**
Combined fuel consumption in l/100 km: 9.5** (24.8 US mpg);
Combined CO₂ emissions in g/km: 221** (355.7 g/mi)

**The fuel consumption and the CO₂ emissions of a vehicle vary due to the choice of wheels and tires. They not only depend on the efficient utilization of the fuel by the vehicle, but are also influenced by driving behavior and other non-technical factors.**

The Audi Group delivered approximately 1,575,500 cars of the Audi brand to customers in 2013. As one of the most successful models, the Audi A3 has been awarded the title of “World Car of the Year 2014” by an international jury of journalists (combined fuel consumption in l/100 km: 7.1 – 3.2; combined CO₂ emissions in g/km: 165 – 85). In 2013, the company reported revenue of €49.9 billion and an operating profit of €5.03 billion. The company operates globally in more than 100 markets and has production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). Since the end of 2013, the brand with the Four Rings has also been producing cars in Foshan (China). In 2015, Audi will start production in São José dos Pinhais (Brazil), followed by San José Chiapa (Mexico) in 2016. Wholly owned subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy), the sports motorcycle manufacturer. The company currently employs approximately 76,000 people worldwide, thereof more than 53,400 in Germany. Total investment of around €22 billion is planned from 2014 to 2018 – primarily in new products and sustainable technologies. Audi is committed to its corporate responsibility and has anchored the principle of sustainability for its products and processes in its strategy. The long-term goal is CO₂-neutral mobility.