



**Product and Technology Communications**

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## **Audi A3 g-tron: Advance sales get the green light**

- **Audi A3 Sportback g-tron available to order from February 13**
- **CO<sub>2</sub>-neutral mobility with the Audi e-gas fuel card**
- **Prof. Dr. Ulrich Hackenberg: “Audi e-gas is an important pillar of our sustainability strategy”**

**Ingolstadt, February 13, 2014 – The Audi A3 g-tron is all set to hit the roads. Advance sales at dealerships in Germany will kick off on February 13. The basic price will be 25,900 euros. Using the Audi e-gas fuel card, customers can opt for Audi e-gas to power their A3 g-tron without impacting the environment if they wish.**

The Audi A3 g-tron forms part of a new, integrated and sustainable mobility concept from the brand with the four rings. Its 1.4-liter TFSI engine developing 81 kW (110 hp) can be operated using either natural gas, e-gas generated by Audi or gasoline. In pure e-gas mode the g-tron is entirely CO<sub>2</sub>-neutral.

Audi e-gas is a synthetic methane that is produced at the Audi e-gas facility located in Werlte in Lower Saxony, Germany – the world’s first industrial power-to-gas plant. An A3 Sportback g-tron fueled by Audi e-gas is currently the most environmentally friendly form of long-distance mobility. This is because the process for generating Audi e-gas using green electricity binds as much CO<sub>2</sub> as is released when the Audi A3 g-tron is driven in gas mode. On average the Audi A3 g-tron consumes between 3.2 and 3.3 kilograms of gas per 100 kilometers. Fuel costs at present start at around 3.50 euros per 100 kilometers.

The buying principle for Audi e-gas is straightforward and corresponds to how green electricity is distributed: Audi records the quantities of gas that the customer pays for using their Audi e-gas fuel card and ensures that exactly this amount of Audi e-gas is fed into the German natural gas network.



Customers who choose this option can obtain an Audi e-gas fuel card for a flat price of 14.95 euros per month. In addition, the costs for the quantities of gas refueled by each customer are deducted via the Audi e-gas fuel card. The card can be used to purchase Audi e-gas at over 650 fuel stations in Germany.

Prof. Dr. Ulrich Hackenberg, Board Member for Technical Development at AUDI AG, emphasizes: “In addition to our e-mobility developments, the Audi e-gas project is an important pillar of our sustainability strategy – as is the development of other synthetic fuels.” Audi is already operating a research facility for the production of Audi e-ethanol and e-diesel with its partner Joule in Hobbs, New Mexico. Moreover, the company is conducting research into the synthetic manufacture of Audi e-gasoline in cooperation with Global Bioenergies.

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The Audi Group delivered around 1,575,500 cars of the Audi brand to customers in 2013. From January through the end of September 2013 the Company posted revenue of €37 billion and an operating profit of €3.74 billion. The Audi Group is globally present in more than 100 markets and produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). The brand with four rings produces cars also in Foshan (China) since December 2013, in 2015 in São José dos Pinhais (Brazil) and 2016 in San José Chiapa (Mexico). AUDI AG's wholly owned subsidiaries include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and the sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The Group currently employs almost 73,000 people worldwide, including around 50,000 in Germany. Total investment of around €22 billion is planned from 2014 to 2018 – mainly in new products and sustainable technologies. Audi lives up to its corporate responsibility and has strategically established the principle of sustainability for its products and processes. The long-term goal is CO<sub>2</sub>-neutral mobility.