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Audi unveils e-tron and the future of electric at New Zealand launch

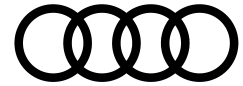
- Audi's first 100% electric mass-produced model
- Lithium-ion battery offers up to 417km range
- First series production vehicle that can charge at fast charging stations with direct current (DC) at up to 150kW
- LHD vehicles to visit dealerships on nationwide roadshow
- SUV perfectly suited to the New Zealand environment

Auckland, June 7th, 2019 – Last night Audi unveiled its highly anticipated newcomer to the market at the exclusive Audi e-tron launch event in Auckland's Morningside. In front of a couple of hundred invited guests, three left-hand drive (LHD) vehicles were revealed showcasing the brand's first, all electric vehicle. Set to revolutionise the electric vehicle category in New Zealand, the Audi e-tron combines the latest in electric innovation and Audi performance.

The new Audi e-tron redefines electric drive with its large high-voltage battery, the foundation for obliterating range anxiety. Offering a comprehensive and reliable array of charging options for at home or on the go. The vehicles mobile charging system can be used with a 230-volt household outlet or our recommended 32 Amp industrial plug. Alternatively, the public fast charging network across the country offers nationwide coverage. The launch of the zero CO₂ emissions model powered by New Zealand's eighty-five percent renewable energy resources, re-inforces the future of the premium-electric auto market in New Zealand.

Audi New Zealand, General Manager, Dean Sheed, says, "Since we announced that the Audi e-tron was coming to the New Zealand market, interest and demand has been high. Last night we were able to allow customers to see the new Audi e-tron first-hand and over the coming weeks, New Zealanders across the country will be able to test drive the cars and experience the next generation in electric innovation. "

Quiet, powerful and exceptionally efficient. The sporty SUV translates the brand's fundamental design language into a fully electric vehicle. Audi e-tron fuses the space and comfort of a typical luxury-class automobile with a range suitable for everyday use, catapulting the driver into a new era. Two electric motors with peak electrical output with boost of 300kW launch from 0 to 100km/h in 5.7 seconds. Combining sportiness and practicality, the new electric all-wheel drive



system provides optimal traction and agile handling in all driving situations, delivering the next level in Kiwi Performance.

Numerous assist systems make the drive even more relaxing, including the standard efficiency assist. With predictive tips in the Audi virtual cockpit and automatic recuperation, it helps the driver to drive economically. In combination with the adaptive cruise assist, the efficiency assist can also brake and accelerate the Audi e-tron predictively. Backing the assist systems is the central driver assistance controller, which continuously computes an exact model of the environment. The required data is obtained – depending on the selected options – from up to five radar sensors, six cameras, twelve ultrasound sensors and the laser scanner. An additional design highlight is the optional virtual exterior mirrors – a worldwide first in a series production model. Integrated into each of the mirror supports is a small camera, whose images are displayed on high-contrast OLED displays inside the vehicle.

Not sacrificing aesthetics for technology, the Audi e-tron retains fundamental Audi design cues. Typically, as with the brand's SUV models, the Audi e-tron bears the octagonal-design Singleframe grille with vertical struts. At the lower edge of the optional Matrix LED headlights, four horizontal struts create the Audi e-tron-specific signature in the daytime running lights. For the first time this is integrated directly into the headlights. The expressive design of the sill area with the black inserts visually depicts the location of the battery and thus the energy center of the Audi e-tron.

Available in nine colours and heralding the stand-out, Audi e-tron logo in high-voltage signature colour orange, Sheed believes customers will be impressed with the models as they make their way around the country on a nationwide dealership tour this month.

“From here, four LHD Audi e-trons will make their way around New Zealand on our dealership roadshow. This will be a great opportunity for Kiwis to experience the future of the premium electric market and we're excited that our customers and anyone interested in a premium electric vehicle can experience it first-hand.”

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The Audi e-tron dealership roadshow commences on Saturday the 8th of June. Various LHD vehicles will be available for customers and media to view at the following dealerships over the month of June and July.

North Island	
Auckland	Continental Cars Audi / Saturday 8th – Tuesday 11th Giltrap Audi / Saturday 8th – Tuesday 11th
Hamilton	Ebbett Audi / Thursday 13th - Tuesday 18th
Tauranga	Farmer Audi / Friday 14th – Monday 17th Farmer Audi / Monday 24th – Wednesday 26th
Napier	Euro City / Thursday 20th – Monday 24th
Wellington	Armstrong Prestige / Saturday 15th – Tuesday 19th



	Armstrong Prestige / Friday 21st – Monday 24th
Palmerston North	Robertson Prestige / Thursday 20 th - Saturday 22nd
South Island	
Christchurch	Archibald Audi / Monday 17th – Thursday 20th Archibald Audi / Tuesday 27th – Friday 30th
Queenstown	Queenstown Motor Group / Friday 28th – Monday 1st July
Dunedin	Southern Motor Group / Saturday 22nd – Tuesday 25th

For more information on the all-new Audi e-tron please refer to www.audi.co.nz

Audi stands for sporty vehicles, high build quality and progressive design – for “Vorsprung durch Technik.” Founded in 1899 as Horch & Cie. Motorwagen-Werke by August Horch, today the company is among the world’s leading producers of premium cars. The company’s innovation capability is one reason behind its success: Audi has written automotive history with its quattro permanent all-wheel drive, with lightweight construction using the aluminum Audi Space Frame (ASF) and now piloted driving. The company is active in more than 100 markets worldwide and is growing continuously. In 2016 the Audi Group delivered 1,871,350 Audi brand cars to customers. The company currently employs 88,000 people worldwide, of which more than 60,000 are employed at the German sites in Ingolstadt and Neckarsulm.