

Septembre 2015

Les systèmes de conduite Audi de ultra à e-tron au Salon de Francfort 2015

- La nouvelle famille Audi A4 présentée pour la première fois au public
- Un aperçu du futur avec l'Audi e-tron quattro concept

Ingolstadt/Francfort, le 15 septembre 2015 – Au Salon International de l'Automobile de Francfort, Audi présentera plusieurs nouveaux modèles dont la nouvelle gamme Audi A4 et l'Audi e-tron quattro concept, un SUV sportif électrique. Le constructeur donne également aux visiteurs un aperçu du futur dans quatre thèmes - Audi Sport, quattro, Audi Technologies et Audi ultra – et présente la gamme complète de ses systèmes de conduite.

Audi continues to make its TDI and TFSI engines more efficient with new technologies. In this way, the brand is fully exploiting the potential of conventional engines. The CO₂ champions of each model series bear the supplement "ultra". The new Audi A4 2.0 TDI ultra* is making its motor show debut at this year's IAA.

In the SUV segment, the purely electric Audi e-tron quattro concept car is celebrating its world premiere. Also to be seen at the motor show are the Audi Q7 e-tron 3.0 TDI quattro* as a plug-in hybrid with up to 56 km (34.8 mi) of all-electric range and the new Audi A4 g-tron*. The latter consumes less than four kilograms (8.8 lb) of natural gas per 100 km (62.1 mi) in the standardized cycle. For customers, this means extremely low fuel costs with a total driving range of up to 950 km (590.3 mi). In addition, the new Audi Q7 and the new Audi A4 offer the broadest array of assistance systems of all production automobiles. They illustrate a preliminary stage of piloted driving. Audi is promoting the development of all of these technologies with great vigor – always with the goal of uniting maximum efficiency and safety with strong performance.

The **new generation Audi A4** impresses with a balanced and sporty driving experience, a large selection of infotainment solutions and highly intelligent assistance systems such as adaptive cruise control including traffic jam assist. Up to 30 optional systems assist drivers. The mid-class model also attains top figures in efficiency. The A4 Sedan is extremely aerodynamic with a best-in-class Cd figure of 0.23. Its efficient overall concept is supported

by lightweight and efficient engines such as the 2.0 TDI ultra with 110 kW (150 hp). In the Sedan, this engine reduces NEDC fuel consumption to 3.7 l/100 km (63.6 *US mpg*) with 95 g CO₂ per km (152.9 *g/mi*). The newly developed 2.0 TFSI ultra is the equal to its diesel counterpart in all respects. Thanks to an innovative combustion process, the 190-hp gasoline engine has a low fuel consumption of 4.8 l/100 km (49.0 *US mpg*). This equates to CO₂ emissions of 109 g/km (175.4 *g/mi*).

At Audi, the mobility of the future is sporty, charged with emotion and highly efficient – the **Audi e-tron quattro concept** technology concept car offers an outlook on the brand's first large-scale production electric car that will arrive on the market in 2018. It is based on the second-generation modular longitudinal platform, which offers considerable degrees of freedom in configuring the drive system and package. The design of the sporty SUV is based in large part on aerodynamic requirements – with a Cd figure of 0.25, the car sets the benchmark in the SUV segment. The electric drive – with three electric motors that output up to 370 kW – follows the e-tron quattro concept. The lithium-ion battery in the car's floor enables over 500 km (310.7 *mi*) of driving range and thereby full everyday practicality. Innovative technical solutions in the areas of controls and infotainment also deliver a high level of convenience and user friendliness. The Audi e-tron quattro concept comes equipped with the technology for piloted driving.

The **Q7 e-tron 3.0 TDI quattro** is the first TDI plug-in hybrid with quattro drive from Audi. With 275 kW (373 hp) of system power, it accelerates from a standstill to 100 km/h (62.1 *mph*) in 6.0 seconds. Its NEDC fuel consumption is 1.7 liters of diesel fuel per 100 km (138.4 *US mpg*), and it can be driven up to 56 km (34.8 *mi*) all-electrically – quietly, powerfully and with zero local emissions.

In the Q5 and A8 model lines, the brand with the four rings is presenting two new top models that mark the peak of sportiness in each of their segments. The **Audi SQ5 TDI plus*** with a 3.0 TDI biturbo has a power output of 250 kW (340 hp), while the **Audi S8 plus*** has 445 kW (605 hp).

The 66th International Motor Show is open to journalists on Tuesday, September 15 and Wednesday, September 16. The Audi Press Conference will take place on **Tuesday, September 15, at 10:30 am** in the Audi Building. After two days for trade visitors, the exhibition will be open to the public from Saturday, September 19 through Sunday, September 27.

– Fin –



dans le monde entier et produit aux sites d'Ingolstadt et de Neckarsulm (Allemagne), de Győr (Hongrie), de Bruxelles (Belgique), de Bratislava (Slovaquie), de Martorell (Espagne), de Kaluga (Russie) et de Jakarta (Indonésie). Les usines de Changchun, Foshan et Aurangabad assemblent des voitures uniquement pour les marchés locaux. En 2015, Audi démarrera la production à São José dos Pinhais (Brésil), puis San José Chiapa (Mexique) en 2016. AUDI AG possède plusieurs filiales à 100% dont quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese/Italie) et Ducati Motor Holding S.p.A. (Bologne/Italie).

AUDI AG emploie quelque 80 000 personnes dans le monde entier, dont environ 55 800 en Allemagne. Entre 2015 et 2019, AUDI AG projette d'investir 24 milliards d'euros au total, surtout dans de nouveaux produits et les technologies durables. Audi assume sa responsabilité en tant qu'entreprise et a fait de la durabilité des processus et des produits un objectif stratégique. L'objectif à long terme est la mobilité à bilan carbone neutre.

En 2014, Audi a enregistré 57 214 immatriculations en France.

En cette année 2015, Audi France célèbre la 9^{ème} édition des Audi talents awards, programme d'engagement sociétal dont la vocation est de faire émerger et accompagner les jeunes talents dans les domaines de l'art contemporain, du design, du court métrage et de la musique à l'image. Illustration de l'avant-gardisme, valeur fondamentale de l'entreprise, cette initiative aujourd'hui reconnue dans le paysage culturel français se démarque par des programmes d'accompagnement des lauréats toujours plus performants.

Acteur majeur des grandes courses automobiles avec l'Audi RS 5 DTM et l'Audi R18 TDI e-tron quattro, partenaire officiel des Fédérations Internationale et Française de Ski, Audi s'engage en compétition pour éprouver les dernières innovations technologiques.