



## Dynamic and high-caliber: the online world premiere of the Audi e-tron GT

- Digital presentation as part of the Day of Progress
- CEO Duesmann: "A sign of Audi's fitness for the future"
- The fully electric gran turismo continues the electrification offensive

**Dubai, United Arab Emirates; 9 February 2021 – With an energized driving demonstration and a world premiere featuring high-caliber participants, Audi has presented its new electric spearhead – the Audi e-tron GT. In two events on the digital Day of Progress, the Four Rings showcased the highlights of this fully electric gran turismo: dynamic driving performance, emotional design, and sustainability.**

"The e-tron GT is a stand-alone Gran Turismo, reinterpreted for the future. Its looks are a testament to premium automotive design. Bringing impressive driving performance, this is electro-mobility in the most emotive way. And with its sustainable concept, it takes a stand.," explains Markus Duesmann, CEO of AUDI AG. "Because it's not just the drive concept that is sustainable. The entire production at our Böllinger Höfe site now has a carbon neutral energy balance. This sends an important signal – for the site, our workforce and the future viability of Audi."

Audi also set a new benchmark with the digital world premiere, the Day of Progress. Two digital events presented the Audi e-tron GT: in the Sprint of Progress, the Formula E driver Lucas di Grassi and the sustainability entrepreneur and Formula 1 world champion Nico Rosberg demonstrated the dynamic driving performance of the Audi RS e-tron GT alongside the current Formula E racing car of the Four Rings, the Audi e-tron FE07. In a trip around the circuit of the Audi Driving Experience Center in Neuburg an der Donau, the spotlight was on the dynamic performance of the new model.

In the Celebration of Progress, the brand with the Four Rings introduced the Audi e-tron GT to the public for the first time. In the hour-long virtual show, Markus Duesmann and Hildegard Wortmann, Board Member for Sales and Marketing, together with further Audi protagonists such as Henrik Wenders, Senior Vice President for the Audi Brand, and Marc Lichte, Head of Design, presented the highlights of the new model.

A varied program emphasized the forward-looking attitude of the Four Rings brand. With reference to the importance of design, sustainability and performance, the actor and producer Tom Hardy, the designer Stella McCartney and Nico Rosberg added their personal insights. The musical accompaniment to the unveiling of the car was performed by the US-American singer and songwriter Janelle Monáe, while Steven Gätjen as moderator guided the audience through the show.

The GREENTECH FESTIVAL and Audi, a founding partner of this platform for sustainability, together presented the GREEN FUTURE Award for the first time as part of the world premiere of the Audi e-tron GT. The prize, part of the festival's GREEN AWARDS, is given to projects and persons that promote environmentally compatible urbanization and at the same time make an important contribution to improving the quality of life in urban infrastructure. The winner is the start-up Zencity, based in Tel Aviv, with an algorithm that collects and analyzes social media posts and local news from cities.



Both events are still available to be accessed [online](#).

**Audi Middle East Communications**

Douâa Jazouli

Public Relations Manager

Mobile: +971-50-107-0587

Email: [douaa.jazouli@audi.avme.ae](mailto:douaa.jazouli@audi.avme.ae)

[www.news.audimiddleeast.com](http://www.news.audimiddleeast.com)

Houbara Communications

Audi Middle East PR Agency

Mobile: +971-55-119-1179

Email: [audimiddleeast@houbaracomms.com](mailto:audimiddleeast@houbaracomms.com)



*For journalists:*

Quotes from the Celebration of Progress

“The Audi e-tron GT is the beginning of a new era for Audi. Our aim is to shape the future of electric premium mobility. Love of detail, maximum precision, and design that points the way to the future show how much passion we at Audi put into designing and making vehicles.”

Hildegard Wortmann, Board Member for Sales and Marketing, AUDI AG

“With the Audi e-tron GT we are putting the DNA of Audi on the road. The gran turismo superbly reflects our innovative strength and our pioneering spirit. For us it is already part of a line of icons of the brand, alongside the Audi TT and the Audi R8.”

Henrik Wenders, Senior Vice President, Audi Brand, AUDI AG

“For me, progress means creating something new. Something that no one has ever done before in this form. Designing a fully electric vehicle is like this: the entire design process has to be thought through anew.”

Marc Lichte, Head of Design, AUDI AG

Designmarke. Er bietet mit seinen beeindruckenden Fahrleistungen die emotionalste Art der Elektromobilität. Und er bringt mit seinem nachhaltigen Konzept eine Haltung zum Ausdruck“ erläutert Markus Duesmann, Vorsitzender des Vorstands der AUDI AG. „Denn nicht nur der Antrieb ermöglicht emissionsfreies Fahren. Die gesamte Produktion in den Böllinger Höfen Audi MediaInfo erfolgt finanziell CO2-neutral. Das ist ein wichtiges Zeichen – für den Standort, unsere Mitarbeiter und die Zukunftsfähigkeit von Audi.“





**Information on consumption of the models**

*Information on fuel/electricity consumption and CO<sub>2</sub> emissions in ranges depending on the tires and alloy wheel rims used and on the equipment and accessories of the car.*

**Audi e-tron GT**

Combined electric power consumption: 19.6 –18.8 kWh/100 km (NEFZ)

Combined CO<sub>2</sub> emissions in g/km (g/mi): 0 (0)

**Audi RS e-tron GT**

Combined electric power consumption: 20.2– 19.3 kWh/100 km (NEFZ)

Combined CO<sub>2</sub> emissions in g/km (g/mi): 0 (0)