



Audi Communications

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Electric precision set to make its mark at Audi ice experience 2022

3 August 2022: Audi ice experience starts today with a sold-out experience at the Southern Hemisphere Proving Grounds in the Cardrona Valley. The brand's signature event delivers a luxury experience with an unrivalled driving challenge in some of Audi's most exciting performance cars, including the fully electric RS e-tron GT.

For the next 12 days, over 200 guests will be tackling the world's most demanding driving surface under the guidance of expert instructors. Learning how to master the skills needed to steer, counter-steer and drift on ice and snow. Guests will get to drive the Audi RS 3, RS Q3, RS 4 & S3 models plus, for the first time Audi will have its first fully electric exercise where customers will experience the e-tron GT, RS e-tron GT and the e-tron S Sportback on all-new terrain.

Tim Martin, Chief Instructor at Downforce, predicts that the addition of the full-electric exercise will be the customer's favourite this year. "Having driven Audi's zero-carbon fleet in regular conditions I know that there is no compromise when it comes to performance. But on the ice, this will take it to a whole new level. Feeling the power and quattro technology of these e-tron models in these extreme conditions will blow these customers away. "

Globally, Audi is leading innovative projects to push the boundaries of electric mobility, and its most recent partnership with Ken Block is a key example of this. Working together, Audi not only wants to fascinate customers by breaking new ground in motorsport, but utilise the toughest rally circuit in the world to develop innovative technologies which will further enhance its electric platform.

Dean Sheed, General Manager of Audi New Zealand says that today, electromobility at the four rings is no longer a dream of the future, but the present. "Audi New Zealand is taking its next step by offering electrified drive experiences to customers. The technology needed to drive these vehicles in the most extreme conditions, offered by Audi ice experience, provides the perfect arena for customers to see this progressive technology in action.

In 2023, we will also introduce even more to our electrified range with the Q4 e-tron and a full range of plug-in hybrid vehicles, which we also expect to showcase during the 2023 ice experience."

The 2022 Audi Ice Experience runs from August 3rd – August 17th. Dates for 2023 are yet to be confirmed, for more information please register your interest at <https://info.audi.co.nz/ice-experience-ryi-2023.html>.



About Audi

The **Audi Group**, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 motorcycles of the Ducati brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

*Under conditions defined by EU law, the Worldwide harmonised Light Vehicles Test Procedure (WLTP) lab **Whichever comes first.