



Audi Communications

Amy deVries

Spokesperson- Marketing

Phone: +64 21 258 1059

E-mail: adevries@audi.co.nz

www.audi.co.nz

Audi New Zealand reveals its electrified line up for 2023

- **Nationwide roadshow has commenced in Audi dealerships.**
- **Sneak peak at Audi's all-new fully electric Q4 e-tron and TFSI e plug-in hybrid range.**
- **Due to launch early 2023, view and test drive these pre-production models and see what is to come for Audi.**

Auckland, 16 August 2022 – In 2023, Audi New Zealand has confirmed it will rapidly expand its range of plug-in hybrid models alongside the highly anticipated, fully electric Q4 e-tron. A selection of pre-production models are now available for customers to view and test drive for a limited time across each Audi dealership nationwide.

The Audi TFSI e and Q4 e-tron roadshow has begun in Queenstown at Queenstown Motor Group, it will then make its way up the country stopping in Dunedin, Christchurch, Wellington, Palmerston North, Napier, Tauranga, Hamilton, and Auckland.

The plug-in hybrid models on the roadshow will include the A3 TFSI e, Q3 TFSI e and Q5 TFSI e. The Q7 TFSI e and Q8 TFSI e will not appear on the roadshow but are still expected to arrive with the range next year. The all-new, fully electric Q4 e-tron will also be available to view and test drive. These models have been brought to New Zealand specifically for local evaluation and will not represent final New Zealand specification. New Zealand pricing and specifications are yet to be confirmed.

Dean Sheed, General Manager of Audi New Zealand says he expects these models will sell out before they arrive next year. "It has been seven years since we last launched a plug-in hybrid in New Zealand, and the market has changed considerably since then. The vast range of vehicles will allow customers of all lifestyles to make a change towards a more sustainable way of living."

For those wanting to purchase a fully electric vehicle, the Q4 e-tron is fast becoming a global top seller. With its more compact size, progressive design, and latest technology, it is sure to impress in New Zealand too. The Audi Q4 e-tron boasts a range of up to 528km* on a full charge. Paired with quattro all-wheel drive technology and augmented reality heads up display, the Q4 e-tron is the next big step in the evolution of Audi electric cars.



The top-of-the-range Q4 50 e-tron quattro has two electric motors for the electric all-wheel drive, generating a maximum output of 220kW – allowing a sprint from 0 to 100 km/h in 6.2 seconds**.

Each of our TFSI e models offer the best of both worlds using an electric and combustion engine in perfect harmony. The combination of these two engines will allow customers to drive more economically without hesitation. The average daily drive for Kiwis is less than 35km per day (38km in Auckland), meaning that customers can drive in full electric mode for their daily commute. And, for those that want to venture further on weekends the power of petrol provides fewer limitations.

Dean Sheed, General Manager of Audi New Zealand confirms, “the drive concept of the PHEVs provides great efficiency and lower running costs. As a result, a large portion of everyday journeys can be covered on purely electric power and with zero local emissions.”

From now until 4th October the Q4 e-tron and TFSI e range will be on display and available to test at Audi Authorised dealerships. View the dates below and contact your nearest Audi dealership to book a test drive.

Audi TFSI e & Q4 e-tron Dealer Roadshow Schedule		
Location	Audi Dealership	Dates
Queenstown	Queenstown Motor Group	11 - 15 August
Dunedin	Southern Motor Group	17 - 20 August
Christchurch	Archibald's	22 - 25 August
Wellington	Armstrong's	27 - 31 August
Palmerston North	Robertson Prestige	2 - 6 September
Napier	EuroCity	8 - 12 September
Tauranga	Farmer	19 - 22 September
Hamilton	Ebbett Hamilton	14 - 17 September
Auckland - Newmarket	Continental Cars Audi	24 - 28 September
Auckland - Grey Lynn	Giltrap	30 - 4 October

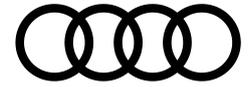
*WLTP (real world driving test) sets the Audi Q4 e-tron 40 Sportback range at up to 528km. This is variable based on driving conditions, style, situation and terrain.

** New Zealand specification may vary.

Image disclaimer – images provided do not represent final New Zealand specification.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. With its brands Audi, Ducati, Lamborghini and, since January 1, 2022, Bentley, it comprises the premium brand group within the Volkswagen Group. Its brands are present in more than 100 markets worldwide. Audi and its partners produce automobiles and motorcycles at 21 locations in 13 countries. In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. More than 85,000 people all over the world work for the Audi Group, around 60,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the premium



brand group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.