

**Audi Communications**

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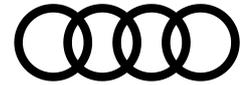
**Audi presents the fourth generation of the RS icon: the new Audi RS 6 Avant**

- **Highly anticipated evolution of the Audi RS 6 Avant is now available in New Zealand**
- **High performance meets high efficiency: The 4.0 TFSI twin-turbo V8 unit with mild hybrid technology and quattro permanent all-wheel drive produces 441kW of power and will spring from 0 to 100 km/h in just 3.6 seconds.**
- **Superior sportiness, practical design and usability, fit for all purposes.**
- **Exhilarating all-round drive experience with sporty yet practical features.**
- **The new Audi RS 6 Avant now priced from \$218,900 + ORC**

**Auckland, New Zealand. 14 May, 2020 – Audi NZ unveils the newest member in their high-performance RS range, the Audi RS 6 Avant. The high-end model brings powerful, sporty design with a long list of new features to the already popular range. A vehicle that’s unafraid of rough mountain terrain and eager to glide along the water’s edge – the new Audi RS 6 Avant boasts performance that can match the adventure ahead. A 4.0 TFSI V8 twin-turbo grips the road and 441kW of power and 800Nm of torque kicks that connection into gear.**

Audi RS product is ushering a new chapter in the history of the high-performance Avant, combining greater power and increased efficiency for an exceptional driving experience. The Audi RS 6 Avant is powered by a 4.0 TFSI twin-turbo V8 engine with mild hybrid technology and quattro permanent all-wheel drive, outputting 441 kW of power and 800 Nm of torque, reaching top speeds of 250 km/h. At no surprise the new model accelerates from zero to 100 km/h in just 3.6 seconds. Top of the range drive and suspension technologies include Dynamic ride control and progressive steering as standard for agile handling and precision performance.

Thanks to its mild hybrid system (MHEV) with a 48-volt main on-board electrical system, the 4.0 TFSI engine combines maximum performance with high efficiency. The belt alternator starter can recover up to 12 kW of power under gentle acceleration and feed it into a lithium-ion battery as electricity. If the driver releases the accelerator at a speed between 55 and 160 km/h, the drive management will select one of two options. Depending on the driving situation and the settings in Audi drive select, the new RS 6 Avant will either recover energy or coast with the engine switched off. When the driver steps on the accelerator, the belt alternator starter will start the engine again. MHEV technology allows for start-stop mode at speeds below 22 km/h. As soon as the vehicle in front of the new RS 6 Avant starts moving, the engine will spring back to life, even if the brakes are applied. With the MHEV- technology it is possible to reduce fuel consumption by as much as 0.8 litres per 100 kilometres.



The cylinder on demand (COD) system is another weapon in the vehicle's armoury when it comes to efficiency. In higher gears at low to medium loads and engine speeds, it will deactivate cylinders 2, 3, 5, and 8 by halting injection and ignition and closing the intake and exhaust valves. In four-cylinder mode, the operating points will switch to the active cylinders at higher loads, thereby improving efficiency, while the deactivated cylinders continue to run like gas springs, largely without any losses. When the driver presses the accelerator pedal, they are reactivated immediately. Each switchover takes mere milliseconds and is virtually undetectable by the driver and passengers.

The four-litre engine produces a full-bodied and sporty V8 sound. The Audi drive select dynamic handling system allows adjustments to the sonorous growl of the power unit. The RS sport exhaust system with black tailpipe trim provides an even fuller sound. In the customizable RS1 and RS2 modes, customers can decide for themselves whether they want a sporty or balanced sound.

In its fourth generation, the Audi RS 6 Avant has a broad and powerful exterior design that is alluring, even when stationary. It's overtly muscular appearance stems from its athletic body, now flatter and wider than that of the predecessor model with an additional 1.6 inches on each side with its expansive wheel arches. In addition to the new hood together with the power dome, the RS 6 Avant also adopts its front headlights from the Audi A7 range coming with a flatter, sportier expression, as well as the RS specific Matrix LED laser headlights with darkened trims.

The sportiness of the Audi RS 6 Avant is further expressed via its impressive interior. Highlights include the sport leather steering wheel with new aluminium RS shift paddles and Valcona leather sports seats with honeycomb stitching, RS embossing and rhombus pattern as standard. In addition to its sleek interior features, the new model boasts an increased luggage capacity of between 565 and 1,680 litres, an example of its many practical benefits.

The Audi RS 6 Avant is coupled with world-class infotainment components alongside extensive connectivity and offers cutting edge technology for unlimited long-distance capability and comfort. The high-end Avant has more than 30 assist systems available including adaptive cruise assist, intersection assist, lane change warning, curb warning and 360-degree cameras – designed to support the driver in almost all situations.

Audi New Zealand General Manager, Dean Sheed, says he is excited to unveil the next evolution of the RS 6 Avant to New Zealand. "In a place where we have business meetings one day and family adventures the next, where the roads are windy and the weather is unpredictable, high performance is not just desired, it is expected. The RS 6 Avant combines high power and high efficiency to deliver an outstanding and limitless driving experience to meet the varied needs of Kiwi customers."

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For more information, please refer to [www.audi.co.nz](http://www.audi.co.nz)



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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.