



Audi Communications

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Audi NZ introduces its first online reservation platform

- **Audi NZ is launching a tool to secure pre-orders for the highly anticipated Q4 e-tron and Q4 e-tron Sportback**
- **Online reservations will be open from today, 9 February 2023**

New Zealand, 9 January 2023 - Tapping into the fast-growing world of e-commerce, Audi will introduce its first online reservation platform to customers this month.

The online tool will be launched in conjunction with pre-orders for Audi's first fully electric compact SUV – the Audi Q4 e-tron. Arriving in New Zealand mid 2023, the range comprises of two body styles - SUV and Sportback and two drive variants – Advanced (Q4 40 e-tron) and S-Line (Q4 50 e-tron quattro).

Audi New Zealand's general manager, Dean Sheed, says, "a lot of thought has gone into ensuring the tool creates a seamless brand experience at all customer touchpoints. With little human contact, it is important to us that customers are well informed throughout the entire process."

The tool will allow customers to create a personalised vehicle online including the colour, wheels, and additional sound and design specification packs. They can then secure a production build spot for their customised car with a \$5,000 deposit. Once secured, their preferred Audi dealership will contact them to sign the sales agreement and they will enter a line of communications that will keep them updated regularly on their purchase.

Dean Sheed further explains how digitalisation is a key pillar in Audi's global brand strategy due to its increasing importance in our daily lives.

"The needs of our customers are changing and by introducing an online sales tool, we are not only streamlining the purchase process, we are making it more inclusive and accessible with customers being able to make the transaction from the comfort of their own home.

It will also allow us to bring new models to the market earlier. Aligning the launch of this tool with the Q4 e-tron pre-sale is a great opportunity for Kiwis to secure this latest model."

New Zealand is the fourth country outside of Europe to secure the Q4 e-tron. All variants will start arriving from April 2023 in New Zealand. The MRP of the Q4 40 e-tron Advanced models starts from



\$99,990 + ORC, and the Q4 50 e-tron S-Line models start from \$126,990 + ORC. Customers will have the opportunity to reserve a Q4 e-tron with a \$5,000 reservation deposit via our online reservation tool from 9th February 2023.

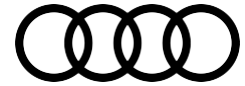
To order an Audi Q4 e-tron, follow the link [here](#).

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* As per global WLTP standard. Acceleration, fuel consumption and CO2 emissions figures depend on the individual vehicle specifications.

40 e-tron Advanced	Audi Q4 e-tron	Audi Q4 e-tron Sportback
Maximum Retail Price (MRP)*	\$99,990	\$103,990
Clean Car Programme	Exempt	Exempt
Electric power consumption combined in kWh/100 km	19.6 - 16.6	19.1 - 16.1
CO2 emissions g/km (Combined 3P-WLTP)***	0	0 g/km
Maximum electrical power (kW)	150	150
maximum Torque (Nm)	310	310
Acceleration 0-100 (km/h)	8.5s	8.5s
Top Speed (km/h)	160	160
Luggage Capacity (Rear seats folded)	520 (1490) L	535 (1490) L
Trailer load limit (braked at 12% gradient / unbraked) kg	1000 / 750	1000 / 750
Electric range on full charge (WLTP)*	Up to 528 km	up to 542 km
Maximum DC charge level	135 kW	135kW

50 e-tron quattro S line	Audi Q4 e-tron	Audi Q4 e-tron Sportback
Maximum Retail Price (MRP)*	\$126,990	\$130,990
Clean Car Programme	Exempt	Exempt
Electric power consumption combined in kWh/100 km	20.2 - 17.2	19.7 - 16.7
CO2 emissions g/km (Combined 3P-WLTP)*	0	0 g/km
Maximum electrical power (kW)	220	220
maximum Torque (Nm)	460	460
Acceleration 0-100 (km/h)	6.2s	6.2s
Top Speed (km/h)	180	180
Luggage Capacity (Rear seats folded)	520 (1490) L	535 (1490) L
Trailer load limit (braked at 12% gradient / unbraked) kg	1200 / 750	1200 / 750
Electric range on full charge (WLTP)*	Up to 511 km	up to 522 km
Maximum DC charge level	135 kW	135kW



Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the “Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models,” which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).

** Information on electric power consumption and CO₂ emissions figures given in ranges depend on the equipment selected for the vehicle.*

*** The collective fuel/electric power consumption values for all models named and available on the German market can be found in the list provided at the end of this press release.*

**** Further information about maximum electric power of the Q4 50 e-tron can be found at the end of this press release.*