



Audi Communications

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Fully electric performance SUV, e-tron S Sportback arrives in New Zealand

- **High performance SUVs go electric**
- **Three electric motors with total power of up to 370 kW and 973 Nm of torque**
- **New quattro drive technology with electric torque vectoring**
- **Available now from \$189,900***

Auckland, November 12, 2021 – Audi has released the all-new Audi e-tron S Sportback, giving the popular electric SUV the sporty edge New Zealanders know and love. The high performance quattro model is available now in dealerships across the country.

“The e-tron S Sportback is a highly anticipated model,” said Dean Sheed, General Manager of Audi New Zealand. “New Zealanders have demonstrated a great affinity for our range of high-performance SUVs, from the SQ2 right through to the RS Q8.

“With the arrival of the e-tron S Sportback, these customers now have the option of an SUV that entails everything that Kiwis love about Audi’s high-performance SUVs – with an incredible, fully electric drivetrain.”

“This continues Audi’s ambition of offering a family of electric cars that offer the driving performance and enjoyment, stunning design, and useability that its customers love. It joins the recently launched e-tron GT, and the original e-tron SUV and Sportback that first arrived in New Zealand in 2019.”

Handling 2.0: the driving experience

The new Audi e-tron S Sportback delivers dynamics in a new dimension. In S gear, it provides full boost performance for eight seconds. 370 kW of power and 973 Nm of torque. From standstill it takes just 4.5 seconds to accelerate to 100km/h.

The new S model has two electric motors on the rear axle and one on the front axle, making it the first mass-produced electric car in the world to have three electric motors. The drive layout is based on the modular construction principle. An adapted design of the more powerful electric motor that powers rear axle in the Audi e-tron 55 is now installed on the front axle. The front electric motor from the e-tron 55 operates together with a structurally identical counterpart and individual modifications in the rear. The high-voltage battery has a gross energy capacity of 95 kWh, of which 91 percent (86 kWh) is usable. With one battery charge, the Audi e-tron S Sportback achieve range of up to 378 km in the WLTP cycle (preliminary value).

quattro reloaded: electric torque vectoring

In order to improve efficiency, only the rear electric motors are engaged when the Audi e-tron S Sportback is operating in normal driving mode. The front electric motor flashes into action when the driver demands more performance, or predictively before traction subsides.



Electric all-wheel drive is now enhanced with electric torque vectoring: Each of the rear electric motors sends the drive torques directly to the respective wheel via a single-speed transmission; there is no more mechanical differential. Need-based regulation takes just milliseconds and can manage very high drive torques.

Networking: the suspension of the electric S model

The large high-voltage battery ensures a balanced distribution of the axle loads and is installed in a low position comparable to that of the three electric motors. This lowers the car's centre of gravity, which offers great advantages in terms of handling. The progressive steering, whose ratio becomes increasingly direct as the steering movement increases, emphasises the sporty character. The suspension has S-specific tuning. The Audi drive select system offers seven driving profiles. For example, it accesses the adaptive air suspension sport – the air suspension with regulated damping can vary the level of the body by up to 76 millimetres depending on the driving situation and settings.

The brake is actuated and regulated via a compact module that controls the pressure build-up electronically (by wire), reinforces it electrically, and actuates the brakes hydraulically. An electric spindle drive actuates the displacing piston in a flash: The brake pads are in full-pressure contact with the disks after just 150 milliseconds. Depending on the driving situation, the brake control system decides individually for each axle whether the car will decelerate with the electric motors, the wheel brakes, or a combination of both systems.

Innovative solutions: aerodynamics.

Flow-optimised wheel arch extensions also make a considerable contribution to resolving the conflict between outstanding aerodynamics and a sporty look. The innovative technology was developed by Audi and is now patented. The brand with the four rings is introducing it to large-scale vehicle construction for the first time. This allows the Audi e-tron S Sportback to achieve a drag coefficient of just 0.26, despite the widening of its wheel arches.

A second major element in the aerodynamics concept is the controllable cooling-air inlet with ducts to cool the front wheel brakes. It remains closed as often as possible so that the airstream flows over the hood with almost no turbulence. As part of efficient thermal management, each e-tron is equipped with a heat pump as standard. It draws heat energy from the waste heat of the drive components, thereby increasing the range by up to ten percent.

The sophisticated recuperation concept also contributes to the vehicle's efficiency. Drivers can select between three recuperation levels, the highest of which allows them to experience a noticeable one-pedal feeling. When braking, the electric motors decelerate alone up to the area of 0.3 g, i.e. in most everyday situations. The hydraulic wheel brakes only come into play beyond that level. However, the electric motors remain active and can convert up to 270 kW of peak performance when braking from a speed of 100 km/h.

Fully digital: controls, infotainment, and assist systems

Like all full-size class models from Audi, the Audi e-tron S Sportback is equipped with the digital MMI touch response control system with the two large central displays. On the third display, the Audi virtual cockpit, the driver can select a special e-tron screen that moves the electric drive to centre stage. An optional head-up display complements the displays. The MMI navigation plus control and infotainment system is included as standard. Behind its many functions is the third-generation modular infotainment toolkit (MIB 3), which completes all tasks with a high processing power. It cooperates with the communication box, which connects the car with the environment and the passengers' smartphones.



The Audi e-tron S Sportback, which was developed in Audi's carbon-neutral Brussels plant and is available at New Zealand Audi dealerships nationwide with a MRP of \$189,900.

Additional information about the Audi e-tron S Sportback is available at www.audi.co.nz

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** Maximum Retail Price (MRP) – final sale price is subject to selected options and specifications and excludes on-road costs.*

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

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 19 locations in 12 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy), and Ducati Motor Holding S.p.A. (Bologna/Italy).

In 2020, the Audi Group delivered to customers about 1.693 million automobiles of the Audi brand, 7,430 sports cars of the Lamborghini brand and 48,042 motorcycles of the Ducati brand. In the 2020 fiscal year, AUDI AG achieved total revenue of €50.0 billion and an operating profit before special items of €2.7 billion. At present, 87,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.
