



Passion for quality and progressiveness: the new Audi e-tron GT

- **First electrically powered high performance vehicle produced by Audi**
- **Production in Neckarsulm combines high tech and craftsmanship**
- **e-tron GT and Audi R8 travel through the same assembly line**
- **Gran Turismo sounds powerful and progressive thanks to own e-sound**
- **Due to arrive in New Zealand mid 2021**

New Zealand, October, 2020 – The Audi e-tron GT is the very first fully electric Audi to sit amongst the Audi Sport family. It exudes passion for detail, maximum precision, and top-quality details. The Audi e-tron GT is the brand’s first fully electric Gran Turismo car to be built in Germany. The model will start rolling off the production line at Audi Böllinger Höfe at the Neckarsulm site at the end of 2020 with the view to arrive in New Zealand mid-2021.

Production of the Audi e-tron GT

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Large areas of the body of the all-electric Gran Turismo are constructed from ultra-high-strength steel and aluminium. To produce this material, mix in the quantities required, a body shop was established that combines the skilled craftsmanship of the employees with the full potential of automated production technology. It consists of an innovative body assembly line which each body passes twice. It is constructed around what is called the two-way framer, in which ten robots are used to attach the inner and outer side panels. It combines all manufacturing steps involved in joining the sides in a single system making production of the Audi e-tron GT possible on the existing floorspace.

The inline measuring procedure for the bodies is also new. It guarantees even greater accuracy and can respond very quickly to minute deviations. At the end of the body assembly line is where precise craftsmanship comes into play: Experienced workers fit the add-on parts and check the finish of the completed body. The expressive design of the Audi e-tron GT places unusually high demands on production quality. The side wall frame for instance has a remarkably large draw depth of 35 centimetres between its highest and lowest point.

The expanded assembly line includes 36 instead of the previous 16 cycles. The e-tron GT shares it with the R8. This integration of two technically completely different cars is unique in the Volkswagen Group. Both models are moved using the same driverless transport vehicles and an electrically powered monorail system. At one station of the line, humans and robots work side



by side. A 3D printer is also on hand to produce customised assembly aids at the employees' request. Once completed, every car is driven for 40 kilometres on public roads, which also includes sections on the highway and in urban traffic.

“With the integration of the Audi R8 and Audi e-tron GT, a unique combination of craftsmanship and smart factory technology is coming to life at Böllinger Höfe,” says Production Head Wolfgang Schanz in summary. “I am especially proud of the passion and spirit of our team.”

The e-sound of the Audi e-tron GT

Whether it's quality, design or technical characteristics – the Audi e-tron GT is a car packed with all the passion of Audi. This also applies to the sound of the electrically powered Gran Turismo. Engineers Rudolf Halbmeir and Stephan Gsell conceived and designed the progressive electronic sound on the computer, in the sound laboratory, inside the moving car, and in customer studies.

As with every electric car, the e-tron GT also features the statutory acoustic vehicle alerting system (AVAS), although embedded within a broader acoustic spectrum. A loudspeaker fitted in the front of the vehicle emits the AVAS sound. For customers ordering the optional sound package, a second, large loudspeaker is added in the rear. In parallel, two loudspeakers in the interior provide an emotional sound experience. Two control units continuously remix the e-tron GT sound based on variables such as speed or accelerator position. The Audi drive select system allows drivers to set whether and how intensively they wish to experience the sound.

Audi New Zealand, General Manager, Dean Sheed, says “In NZ we are acknowledged as a world leader in the sales of Audi Sport products so it's great to see Audi expanding the e-tron range making way for product like the e-tron GT which pushes brand prestige and will deliver a halo model for the brand. It's a brand shaper. Audi Sport products, their sounds and performance are loved around the country and to have an all-electric model hitting our shores within the next year is ground-breaking.”

Want to get all the e-tron GT updates? Register your interest [here](#)

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In 2019, the Audi Group delivered to customers about 1.845 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of €55.7 billion and an operating profit of €4.5 billion. At present, 90,000 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.
