



Communications Motorsport
Eva-Maria Veith
Tel: +49 (0)841 89-33922
E-mail: eva-maria.veith@audi.de
www.audi-motorsport.info

Audi unveils the new R18 e-tron quattro

- **Spectacular drive in public traffic of Le Mans**
- **Fresh graphics and more cubic capacity for higher efficiency**
- **Concept decision followed extensive testing**

Ingolstadt, March 25, 2014 – Audi began the 2014 WEC season with a spectacular appearance. The new Audi R18 e-tron quattro did not do its initial kilometers at Le Mans on the legendary race track in Western France but in public traffic. Audi factory driver Tom Kristensen, with nine victories under his belt the record holder of the Le Mans 24 Hours, drove the diesel hybrid sports car from the Saint-Julien du Mans cathedral in the city center to the famous race track.

Accompanied by TV cameras and photographers, and featured in a live worldwide broadcast on the internet, Audi's new LMP1 race car completed the near-ten-kilometer distance through the city in a motorcade, did a lap on the Circuit Bugatti and arrived in front of the race track's modern Welcome Center amid the applause of the invited international journalists and guests. "I've been competing at Le Mans since 1997 but this was absolutely new for me, too, and very exciting," said Tom Kristensen, who in 2006 had driven the revolutionary Audi R10 TDI on its world premiere – in Paris – in public traffic as well.

Aside from the unusual drive which brought back memories of a Le Mans era from the distant past when the drivers would arrive in their own race cars, Audi surprised the public with a new livery of the Le Mans car. While the body of the new R18 e-tron quattro was still black with red details when the car made its world debut in December, a striking color scheme now catches the eye. The new color scheme of white, silver, red and black stands for fresh, expressive graphics. "The colors are symbolic," explains Dirk van Braeckel, Design Manager Motorsport and Special Projects at Audi. "Silver emphasizes the past success in racing. As a very quiet color, it provides the base for our livery. White, as the second color, harmonizes well with silver and appears very light. It stands for the hybrid drive. White is used asymmetrically in order to symbolize the complexity of this powertrain technology." The contours are modeled after the conductive tracks on PCBs, but clearly featured as an abstraction.

The next color is black. It is used for the front and rear wings, as well as on sections of the fenders and sides with highly defined geometric contours. “We opted for matt black, as it nicely contrasts with the gloss white,” says van Braeckel. “Black stands for light-weight design. The black look of the large fin on the engine cover is intended to represent something like a backbone.” A unique red – Audi’s performance color – completes the graphics. Special characteristics include the reflecting surfaces of the elements, Audi’s logos and inscriptions that are exclusively applied to these areas, as well as the pronounced longitudinal orientation of the color in the overall concept. “The reflective livery is particularly impressive at night and provides the spectators with an enhanced experience,” explains van Braeckel. “Due to its longitudinal orientation the graphics express the speed that is so typical for Le Mans. Even the rims include a red segment. Due to the wheel rotation, it achieves a very dynamic effect.”

More cubic capacity for higher efficiency

The Audi R18 e-tron quattro did not only cause a sensation on its drive through Le Mans due to its striking livery. At the beginning of a fundamentally new technological era, Audi published the key technical data of the race car’s powertrain as well. For instance, the cubic capacity of the V6 TDI power plant was increased from 3.7 to four liters in order to further optimize the engine that had already been very efficient. After testing various energy recovery systems, Audi decided to compete in the class of up to two megajoules of recuperation energy at Le Mans. The energy exclusively flows through a motor generator unit (MGU) at the front axle and is stored in a flywheel energy storage system. “We opted for this concept following extensive testing,” says Head of Audi Motorsport Dr. Wolfgang Ullrich. “In our opinion, it provides the optimum balance between efficient energy use, size, weight, energy conversion efficiency, responsiveness, drivability and a favorable operating strategy – combined with durability, which is the basic prerequisite for success at Le Mans.”

On March 28 and 29, the Audi R18 e-tron quattro will be participating in the official test of the FIA World Endurance Championship (WEC) at Le Castellet (France) before World Champions Audi begins its title defense at Silverstone in the UK on April 20.

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Note to editors: Every Monday until the Le Mans race on June 14/15, we will be providing you with new background information on the R18 project and Audi’s



commitment in the world's most famous endurance race. Next week's topic:
improved ergonomics.

The Audi Group delivered approximately 1,575,500 cars of the Audi brand to customers in 2013. In 2013 the company reported revenue of €49.9 billion and an operating profit of €5.03 billion. The company is globally operating in more than 100 markets with production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). Since December 2013, the brand with the Four Rings has been producing cars also in Foshan (China). In 2015, Audi will start production in São José dos Pinhais (Brazil), followed by San José Chiapa (Mexico) in 2016. Wholly owned subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy), the sports motorcycle manufacturer. The company currently employs more than 73,500 people worldwide, thereof more than 52,500 in Germany. Total investment of around €22 billion is planned from 2014 to 2018 – primarily in new products and sustainable technologies. Audi is committed to its corporate responsibility and has anchored the principle of sustainability for its products and processes in its strategy. The long-term goal is CO₂-neutral mobility.