

Strong portfolio, new clarity: Audi at IAA Mobility

- Audi Concept C embodies the clarity of a new design philosophy
- The new Audi Q3 Sportback* continues Audi's ongoing model initiative
- Audi CEO Gernot Döllner: "Our new portfolio and design language mark the next steps in the company's continuing evolution"

Ingolstadt/Munich, September 4, 2025 – The spirit of a new beginning defines Audi's presence at IAA Mobility. Following a period of rapid model launches during the last 18 months, the brand is set to make a bold statement at one of the world's most important automotive trade shows. Alongside the public debut of the new Audi Q3 Sportback e-hybrid 200 kW*, the premium brand will display the Audi Concept C – a concept car that exemplifies a new design philosophy and thus the future direction of Audi.

In a world growing evermore complex, Audi is relentlessly committed to clarity. This vision comes to life at IAA Mobility 2025 through the immersive installation "Feel Audi," which reflects the brand's new design ethos. More than just a new visual aesthetic for upcoming models, this philosophy represents the next milestone in Audi's transformation.

Audi CEO Gernot Döllner says: "Our new portfolio and design language mark the next steps in the company's continuing evolution. By focusing on what truly matters – across products, processes, and structures – we're creating space for innovation."

Audi Concept C

The Audi [Concept C](#) is a manifestation of a new clarity. At IAA Mobility 2025 in Munich, Germany, visitors will experience it firsthand.

Coming just days after the concept car's world premiere in Milan, Italy, this is the first time it is showcased to the broader public. Taking the shape of an all-electric sports car, the design study offers a glimpse into the future of the Audi design language and interior experience. It embodies the brand's four new [design principles](#): clear, technical, intelligent, and emotional.

The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.

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

Product initiative continues at and beyond IAA

Guided by a clear product and technology roadmap, Audi has consistently rejuvenated its portfolio in recent years. Since 2024, the brand has been executing the most comprehensive model initiative in its history. By the end of 2025, the brand with the four rings will have launched more than 20 new models, giving it the youngest portfolio in the premium segment. In 2026, efficient electric vehicles and powerful SUVs will expand the lineup even further.

Audi Chief Sales and Marketing Officer Marco Schubert: “We are positioning ourselves robustly and flexibly in a competitive environment with a diversified model range of electric, hybrid, and combustion-engine vehicles. With this broad product portfolio, we can meet the individual needs of our customers across all regions in the best possible way.”

The Audi Q3: the newest addition to the range

The latest addition to Audi’s portfolio is the Q3 Sportback, shown as a plug-in hybrid at the IAA Mobility 2025 Summit at the Volkswagen Group stand in Hall B1. As one of the brand’s top-selling models, it holds a prominent place in the lineup. Now in its [third generation](#), the bestseller sets new standards in the compact class by combining efficiency, driving dynamics, and comfort, while bringing advanced driver assistance systems and lighting technology from the luxury segment to its category.

Where can visitors experience Audi at IAA Mobility?

- The Audi Q3 Sportback e-hybrid 200 kW* is on display at the Volkswagen Group stand, Summit, Hall B1
- The Audi Concept C makes its trade show debut at the Open Space on Wittelsbacherplatz
- The new product portfolio can be experienced with up to 1,400 test-drives with 20 vehicles including the Audi S6 Avant e-tron*, Q6 Sportback e-tron*, RS e-tron GT performance*, Q3 SUV TFSI*, A5 Avant e-hybrid*, Q5 Sportback e-hybrid*, and A6 Avant e-hybrid*
- Audi Nights: exclusive events for invited guests at Wittelsbacherplatz
- A celebration of 30 years of Audi exclusive with a special showcase at the restaurant “Aimy” in the Arco-Palais near Wittelsbacherplatz during IAA week

Note to editors: photo material from IAA Mobility 2025 will be found below after the start of the event.

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Product and Technology Communications**Oscar da Silva Martins****Head of Product and Technology
Communications****Phone: +49 152 01659962****Email: oscar.martins@audi.de****www.audi-mediacyenter.com****Product and Technology Communications****Tobias Söllner****Spokesperson model series A1, Q2, Q3 and
Q4 e-tron, Drive Technology, PHEV****Phone: +49 151 54313731****Email: tobias.soellner@audi.de**

The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 22 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2024, the Audi Group delivered 1.7 million Audi vehicles, 10,643 Bentley vehicles, 10,687 Lamborghini vehicles, and 54,495 Ducati motorcycles to customers. In the 2024 fiscal year, Audi Group achieved a total revenue of €64.5 billion and an operating profit of €3.9 billion. As of December 31, more than 88,000 people worked for the Audi Group, more than 55,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.

Fuel consumption and emissions values of the models named above:**Audi SUV Q3**

Combined fuel consumption in l/100 km: 9.0–5.3 (26.1–44.4 US mpg);
combined CO₂ emissions in g/km: 205–137 (329.9–220.5 g/mi); CO₂ class: G–E

Audi Q3 Sportback e-hybrid 200 kW

Fuel consumption (weighted, combined): 2.2–1.7 l/100 km (106.9–138.4 US mpg); power
consumption (weighted, combined): 15.1–14.0 kWh/100 km; CO₂ emissions (weighted,
combined): 50–40 g/km (80.5–64.4 g/mi); CO₂ class (weighted, combined): B;
Fuel consumption on discharged battery (combined): 6.7–6.0 l/100 km (35.1–39.2 US mpg); CO₂
class on discharged battery: E

Audi S6 Avant e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 17.4–16.4;
combined CO₂ emissions in g/km (g/mi): 0 (0) CO₂-Class: A

Audi Q6 Sportback e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 18,9–15,6;
combined CO₂ emissions in g/km (g/mi): 0 (0) CO₂-Class: A

Audi RS e-tron GT performance

Combined electric power consumption in kWh/100 km (62.1 mi): 20,8–18,7;
combined CO₂ emissions in g/km (g/mi): 0 (0) CO₂-Class: A

Audi Q5 Sportback e-hybrid

Fuel consumption (weighted, combined): 3.3–2.5 l/100 km (71.3–94.1 US mpg); power
consumption (weighted, combined): 16.8–15.5 kWh/100 km; CO₂ emissions (weighted,
combined): 76–56 g/km (122.3–90.1 g/mi); CO₂ class (weighted, combined): B;
Fuel consumption on discharged battery (combined): 8.3–7.2 l/100 km (28.3–32.7 US mpg); CO₂
class on discharged battery: G–F

Audi A6 Avant e-hybrid

Fuel consumption (weighted, combined): 2.9–2.2 l/100 km (81.1–106.9 US mpg); power
consumption (weighted, combined): 16.3–15.2 kWh/100 km; CO₂ emissions (weighted,
combined): 66–51 g/km (106.2–82.1 g/mi); CO₂ class (weighted, combined): B;
Fuel consumption on discharged battery (combined): 7.7–6.7 l/100 km (30.5–35.1 US mpg); CO₂
class on discharged battery: F–E