

## **Timeless Icon: Exclusive Audi TT RS Coupé iconic edition celebrates innovative design and dynamics**

- **Special edition limited to 100 vehicles in Europe**
- **Elegant exterior design, sporty AeroKit, and exclusive interior**
- **Performance and passion become palpable and visible to fans**

**Ingolstadt, October 4, 2022 – Exclusive and high-performance: the market launch of the Audi TT RS Coupé iconic edition\*, limited to 100 units in Europe, will celebrate the success story of a quarter-century for the Audi TT Coupé\*. With its clean lines, this sports car has been an inspiration the world over since its premiere in 1998 due to its pure driving pleasure and puristic design language. The RS version impresses with its special five-cylinder performance and a sound that gets under your skin. The limited-edition Audi TT RS Coupé iconic edition (combined fuel consumption in l/100 km\*\*: - (NEDC); 9.1 (25.8 US mpg) (WLTP); combined CO<sub>2</sub> emissions in g/km\*\*: - (NEDC); 207 (333.1 g/mi) (WLTP)) combines these emotional characteristics and accentuates them with sporty design elements, both in the exterior and interior.**

Timeless through time: the TT has been Audi's design icon for almost a quarter of a century. Now the Audi TT RS Coupé iconic edition\* is continuing the trend into the future – a fast sports car with new innovations whilst retaining the typical TT RS properties: design and dynamics.

“The name of the Audi TT RS Coupé iconic edition\* says it all,” says Sebastian Grams, Managing Director of Audi Sport GmbH. “The edition model is reminiscent of the iconic TT design language, which at the same time stands for courage and elegance in uncompromising form. Thanks to the exclusive exterior and interior highlights, the much-loved performance of our ultimate sports coupé, with its multiple award-winning five-cylinder engine, is not only palpable, but also visible to fans.”

### **Inspired by the Bauhaus: the TT Coupé**

With a vision of ‘a car for enthusiasts’, Audi presented the Audi TT Coupé as a sports car study at the IAA in Frankfurt in the fall of 1995. Almost symmetrical, the Audi TT consistently followed a design principle based on geometric, circular shapes. The design didn't compromise, but rather prioritized – and this immediately impressed the audience.

***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.***

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Three years later, the coupé went into production almost unchanged. One year after the TT Coupé, Audi launched the TT Roadster. In its second model generation, the Coupé was enhanced with an S and RS variant.

“The TT was inspired by the Bauhaus and its universal design philosophy of ‘less is more,’” says Head of Audi Design Marc Lichte. “The maximum reduction – the omission of everything unnecessary and insignificant – was so radical and so courageous that the TT, in its simplicity, quickly achieved the highest attribute of good design: to be timeless. Once you’ve achieved that, you’re beyond trends and yet you’re never out of fashion – simply because good style doesn’t wear out.”

This is why – three TT generations and a quarter of a century later – the typical lines of the 1998 coupé can still be found in the current TT RS Coupé iconic edition\*. The edition model also remains true to the idea of reduction to the essentials; the minimalist design extends from the clear exterior to the interior, which is still clearly and simply focused on the driver to this day. The typical tube and cylinder shapes, which blend into the interior of the instrument design, can also be found in the current Audi TT RS Coupé iconic edition\* – such as the standard fuel tank cap, round ventilation outlets, shift gate edging, and the striking gear knob. The enthusiasm that was declared back in 1995 continues to inspire the TT Coupé to this day.

### **Setting the Right Tone: Dark Elegance on the Exterior**

The special edition Audi TT RS Coupé iconic edition\* confidently meets the high expectations set by its aesthetics. The RS-specific Nardo Grey finish, sets the right tone for the exclusive and athletic demands of the special model. This elegant shade of gray was named after the legendary Italian race track, Pista di Nardó, where Audi RS models also rack up their first test kilometers. As one of the most popular individual finishes with customers, it ensures an optimal first impression.

The stylish feel is further enhanced by the glossy black grille with a matte black single-frame, which clearly emphasizes the quattro lettering in a matte titanium look. The RS model also confidently wears the inlay in the side skirt in glossy black, whilst the Audi rings, the TT RS model designation on the front and rear, as well as the casings of the exterior mirrors apply this materiality consistently. The sophisticated, edition-specific 20-inch glossy black alloy wheels with a 7-arm design and matching black brake calipers continue the design language down to the last detail. Partially frosted rear triangular windows with the exclusive “iconic edition” lettering complete the striking dark look of the coupé right down to the rear.

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### **Motorsports Genes: Aerokit Enhances Sporty Character**

The Audi TT RS Coupé iconic edition\* also gains dynamic strength from the Aerokit, developed in a wind tunnel. Inspired by motorsports, the front apron features side flics, a front splitter, and blades in the side front air intakes.

At the rear, the fixed carbon rear wing, with its side winglets, ensures a sporty finish and, as part of the aerodynamic concept, supports both performance and efficiency.

There are vertical design elements on both sides above the RS-specific diffuser. The two striking, oval-shaped exhaust tailpipes form a striking end. In keeping with the color philosophy of the special edition, the front splitters, flics, side sill attachments, and a section of the rear diffuser look impressive in glossy black.

The relationship between drag and lift was explicitly taken into account during the development of the Aerokit in the wind tunnel and is thus optimally balanced – improving both aerodynamics and driving performance. The increased contact pressure of the rear wing and rear diffuser places the sports car much more firmly on the road and significantly improves handling in fast corners – ideal conditions for great driving enjoyment in all situations.

### **X of 100: Highly Exclusive Interior Design Accents**

The interior of the TT RS Coupé iconic edition\* is characterized by exclusivity and attention to detail. Here, too, the dark color scheme of the exterior remains the central motif, which is further accentuated by the deliberate use of accents from Audi-exclusive components. The RS sports seats are two-tone with fine Nappa side panels in jet gray and center panels in black Alcantara, along with honeycomb stitching in calendula yellow. Exclusive “iconic edition” embroidery is embedded in the black Alcantara at shoulder height. The black floor mats are finished with RS embroidery in calendula yellow, whilst the door armrest and center console are also in jet gray and decorated with contrast stitching in calendula yellow – just like the black cowl of the Audi virtual cockpit. Customers are reaching for black Alcantara on the door panels and the RS sports leather steering wheel with calendula yellow marking at 12 o’clock. It’s all about individuality on the selector lever: the numbered badge makes each of the 100 vehicles in this special edition unique.

While the moody ambient light creates an atmosphere in the interior, the Bang & Olufsen Premium Sound System with 3D sound, enables a rich sound audible experience.

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## **Form Needs Function: Legendary Five-Cylinder Engine Brings Unparalleled Sound**

The TT RS Coupé iconic edition (combined fuel consumption in l/100 km<sup>\*\*</sup>: - (NEDC); 9.1 (25.8 US mpg) (WLTP); combined CO<sub>2</sub> emissions in g/km<sup>\*\*</sup>: - (NEDC); 207 (333.1 g/mi) (WLTP)) relies on Audi Sport's proven 2.5 TFSI engine with 294 kW (400 hp) and maximum torque of 480 Nm. Numerous successes in motorsports make it one of Audi's most compelling powertrains. Countless motorsports victories and strong day-to-day performance have earned the five-cylinder engine the "International Engine of the Year Award", nine consecutive times since 2010.

As is typical of the TT RS, its power goes via a seven-speed S tronic to the permanent all-wheel quattro drive. An electro-hydraulically controlled multi-plate clutch, which debuted in 1998 as part of the Audi TT, distributes all-wheel power freely between the front and rear axles. The Audi drive select driving dynamics system allows the driver to control the quattro drive system and other components, such as steering, seven-speed S tronic, exhaust flaps, and engine characteristics.

The Audi TT RS Coupé iconic edition (combined fuel consumption in l/100 km<sup>\*\*</sup>: - (NEDC); 9.1 (25.8 US mpg) (WLTP); combined CO<sub>2</sub> emissions in g/km<sup>\*\*</sup>: - (NEDC); 207 (333.1 g/mi) (WLTP)) reaches a top speed of 280 km/h (173.9 mph). This compact sports car sprints from a standstill to 100 km/h (62 mph) in just 3.7 seconds. The engine provides a highly emotional driving experience, with its typical 1-2-4-5-3 firing order and the accompanying throaty sound. Because of the firing order, adjacent and non-adjacent cylinders fire alternately, producing a very specific rhythm and character. The odd number of cylinders creates harmonic frequencies that accompany the undertone and the engine control unit also contributes to the unmistakable sound. With a heavier load, the flaps in the exhaust gas tract open up for an even fuller sound.

In addition to the usual low weight (1,475 kilograms (3,252 lbs.) TT RS Coupé), the RS sport suspension plus with adaptive dampers in the Audi magnetic ride technology, ensure excellent handling and stability. Steering also goes through the Audi drive select driving dynamics system.

### **Edition Model Available from Q1 2023**

The edition model can be ordered starting from the beginning of October 2022. In Germany, the Audi TT RS Coupé iconic edition\* is available for 113.050 euros, with delivery beginning in the first quarter of 2023.

Limited to 100 units, the special model is a highly exclusive offer for TT and RS fans. Thanks to the Audi exclusive program, customers can also tailor their Audi Sport model to their own preferences even beyond the edition – from individual exterior colors to the color of the leather to the choice of contrasting stitching.

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## Product and Technology Communications

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. The brands Audi, Ducati, Lamborghini and Bentley produce at 21 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. In the 2021 fiscal year, AUDI AG achieved a total revenue of €53.1 billion and an operating profit before special items of €5.5 billion. More than 89,000 people all over the world work for the Audi Group, around 58,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.

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Fuel/electric power consumption and emissions values\*\* of the models named above:

**Audi TT RS Coupé iconic edition**

Combined fuel consumption in l/100 km: - (NEDC); 9.1 (25.8 US mpg) (WLTP);  
combined CO<sub>2</sub> emissions in g/km: - (NEDC); 207 (333.1 g/mi) (WLTP)

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**Audi TT RS Coupé**

Combined fuel consumption in l/100 km: 8.5 (27.7 US mpg) (NEDC);  
combined CO<sub>2</sub> emissions in g/km: 194-193 (312.2-310.6 g/mi) (NEDC)

*Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels used*

**Audi TT RS Roadster**

Combined fuel consumption in l/100 km: 8.7 (27.0 US mpg) (NEDC);  
combined CO<sub>2</sub> emissions in g/km: 200-199 (321.9-320.3 g/mi) (NEDC)

*Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels*

*\*\*The indicated consumption and emissions values were determined according to the legally specified measuring methods. The WLTP test cycle completely replaced the NEDC on January 1, 2022, which means that no NEDC figures are available for vehicles with new type approvals from after this date.*

*The figures do not refer to a single, specific vehicle and are not part of the offering but are instead provided solely to allow comparisons of the different vehicle types. Additional equipment and accessories (add-on parts, different tire formats, etc.) may change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO<sub>2</sub> emissions and the performance figures for the vehicle.*

*Due to the more realistic test conditions, the consumption and CO<sub>2</sub> emission values measured are in many cases higher than the values measured according to the NEDC. This may result in corresponding changes in vehicle taxation since September 1, 2018. Additional information about the differences between WLTP and NEDC is available at [www.audi.de/wltp](http://www.audi.de/wltp)*

*Further information on official fuel consumption figures and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the "Guide on the fuel economy, CO<sub>2</sub> 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, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany ([www.dat.de](http://www.dat.de)).*