



Communications Motorsport

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Audi presents the new R18 in urban traffic at Le Mans

- **Le Mans winner Tom Kristensen drives LMP1 sports car**
- **Audi presents technology, innovations, design of R18 e-tron quattro**
- **Chris Reinke: “The new regulations allow a large number of options”**

Ingolstadt/Le Mans, March 21, 2014 – With a unique presentation Audi will be unveiling the technology, the innovations and the graphics of the new Audi R18 e-tron quattro at Le Mans on March 25, starting at 13.15 CET. Escorted by a police escort, Le Mans record winner Tom Kristensen will be driving the diesel hybrid sports car from the city center to the race track.

“The new regulations that are centered on the efficiency of the sports prototypes mark the beginning of a new era for the Le Mans 24 Hours and endurance racing this year,” says Head of Audi Motorsport Dr. Wolfgang Ullrich. “That’s why we came up with a special plan for the presentation of the new Audi R18 e-tron quattro featuring its final graphics plus information on the technology. We’re pleased that the Automobile Club de l’Ouest (ACO) and the city of Le Mans have supported our idea from the outset and are making this drive in public traffic possible.”

Pierre Fillon, President of the ACO: “We think it’s great that Audi selected Le Mans as the venue for the presentation of the new R18 e-tron quattro – not only for the media but also for the spectators who will be the first to see the new Le Mans sports car on the Place des Jacobins and on its drive to the race track. At the same time, Audi is bringing back memories of an all-but forgotten tradition of our race from the days when the drivers would travel to Le Mans in their own race cars.”

From 12.30 to 13.30, the six drivers who are contesting the entire FIA World Endurance Championship (WEC) for Audi in 2014 will be signing autographs at the Audi Sport Team Joest race car transporter parked at the Place des Jacobins in the city center. At 13.30, Tom Kristensen will start the near 15-km long drive with new Audi R18 e-tron quattro via the Rue Wilbur Wright, the Avenue Pierre Mendès France, the Avenue du Général de Gaulle, the Avenue Bollée, the Boulevard Nicolas Cugnot, the Boulevard Clémenceau, the Boulevard Jean Moulin and the Avenue Félix



Geneslay to the Welcome Center at the race track. Audi will present the design and the technology of the LMP1 sports car in detail to journalists and invited guests at this location.

“The new efficiency regulations deliberately allow the constructors to use a large number of options,” says Chris Reinke, Head of LMP at Audi Sport. “We’re convinced that, based on the simulations and track testing, we’ve made the right decisions to be successful again at Le Mans in 2014.”

Journalists and fans worldwide will be able to watch Tom Kristensen’s drive through Le Mans and the press conference at the Welcome Center of the race track live on the internet. The broadcast on audimedia.tv will start at 13.15.

From the ‘2014 Le Mans Warm-up’ Audi Sport Team Joest will travel directly to the ‘Prologue’ of the FIA World Endurance Championship at Le Castellet (F).

‘Le Mans Warm-up 2014’ schedule

12.30 – 13.30 Autograph session with Lucas di Grassi, Loïc Duval, Marcel Fässler, Tom Kristensen, André Lotterer and Benoît Tréluyer on the Place des Jacobins

13.15 Beginning of the live broadcast on audimedia.tv

13.30 Beginning of the Audi R18 e-tron quattro’s drive

– End –



Note to editors: Audi will broadcast the presentation of the R18 e-tron quattro at Le Mans on March 25 via satellite and live streaming on the internet on Audi MediaTV. Audi MediaTV (www.audimedia.tv) will air coverage in English and, in addition, offer the option to embed the live stream on other websites as well. The English-language press conference can also be found on the Audi Communications [Facebook](#) page and can be embedded by embed code.

At Audi MediaServices (www.audi-mediaservices.com) and www.audi-motorsport.info a recording of the entire press conference will subsequently be available.

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.



Audi Le Mans Warm-up 2014
Press Conference

Satellite details / Technical information for TV media regarding live broadcast

Date: March 25, 2014
Time live show: 13.15–14.15 pm CET / 12.15–13.15 pm GMT
Best of (Roughcut): 15.15–15.30 pm CET / 14.15–14.30 pm GMT

Live feed to start at approx. 13.05 pm CET / 12.05 am GMT

Satellite: ASTRA3B
Transponder (digital): 3.018, Channel A9
Downlink Frequency: 12.591,500 MHz
Polarisation: Y
Audio Channels: Channel 1+2: IT
EBU-Profile: 16_HD
Encoding: H.264, MPEG4
Resolution: 1920x1080i
Color Sampling: 4:2:0
Symbolrate: 7,20 Msymb/s
FEC: 3/4
Pilot: On
Roll-off Factor: 25%
Modulation: DVB-S2 8PSK
Encryption: No encryption

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