

TV Communications

Manuel Zagovec

Tel: +49 841 89-35408

E-mail: manuel.zagovec@audi.de

www.audi-mediaservices.com

Live from Beijing: World premier at Auto China 2014

- April 19 starting at 1:30 p.m. (CEST): Volkswagen Group Night
- April 20 starting at 4:00 a.m. (CEST): Audi press conference
- Premiere for a revolutionary concept study car
- TV broadcast via satellite and live stream on Audi Media TV

Ingolstadt/Beijing, April 16, 2014 – At Auto China 2014 in Beijing, Audi is presenting a revolutionary show car, the Audi A3 Sedan* and the first plug-in hybrid model from the brand with the four rings: the Audi A3 Sportback e-tron*.

Audi is broadcasting Volkswagen's Group Night on April 19 and its own press conference on April 20 via satellite and on the Internet as a live stream on Audi MediaTV.

**Volkswagen Group Night
Saturday, April 19, 2014
1:30 p.m. (CEST)
Beijing**

**Audi Press Conference
Sunday, April 20, 2014
4:00 a.m. (CEST)
Beijing**

[Audi MediaTV](#) will broadcast in English and is also offering the option of incorporating the live stream into other websites. The press conference in German can be accessed on the Audi Communications [Facebook page](#) and can be incorporated using embedded code.

A recording of the full press conference will subsequently be made available on the [Audi MediaServices](#) website. An overview of all content is provided in the [Audi Newsroom](#).

Note: Technical support for local TV, web TV and radio productions is provided by Manuel Zagovec, Audi TV Communications.

– End –

*The collective fuel consumption of all models cited and available on the German market can be found in the list provided at the end of this MediaInfo.



Consumption data for the Audi A3 Sportback e-tron:

Fuel consumption, combined in l/100 km (*US mpg*): 1.5 (*156.8*)

CO₂ emissions, combined in g/km (*g/mile*): 35 (*56.3*)

Consumption data for the Audi A3 Sedan:

Fuel consumption, combined in l/100 km (*US mpg*): 6.5 – 3.8 (*36.2 – 61.9*)

CO₂ emissions, combined in g/km (*g/mile*): 149 – 99 (*239.8 – 159.3*)

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 operates globally in more than 100 markets and has 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 the end of 2013, the brand with the Four Rings has also been producing cars 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, of which 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 at the Auto China 2014
VOLKSWAGEN AG GROUP NIGHT

Satellite details / Technical information for TV media regarding live broadcast

USA / Canada / South America – live HD Feed

Date: April 19, 2014
Time: 07:30 – 09:15am EST/
11:30am – 01:15pm GMT

Live feed to start at approx. 07:15am EST

Satellite:	Intelsat 1R
Transponder (digital):	AM07 Lower
Downlink Frequency:	3.846,000 MHz
Polarisation:	x
Video Std:	1080i/60Hz in NTSC
Audio Channels:	Channel 1: English; Channel 2: Chinese
Modulation:	8 PSK
Symbol rate:	14.400 Msymb/s
FEC:	3/4
MPEG:	4:2:2 / MPEG2
Encryption:	No encryption



Europe / Middle East - live HD Feed

Date: April 19, 2014
Time: 13:30 – 15:15pm CEST/
11:30am – 13:15pm GMT

Live feed to start at approx. 13:15 CEST / 11:15am GMT

Satellite: EUT 10 A
Transponder (digital): F5, Slot 1-6
Downlink Frequency: 12.676,830 MHz
Polarisation: X
Video Std: 1080i/50 Hz PAL
Audio Channels: channel 1: English;
Channel 2: Chinese
Modulation: 8 PSK
Symbol rate: 7.2000 Msymb/s
FEC: 3/4
MPEG: 4:2:0 / MPEG4
Encryption: No encryption

Middle East / Asia / Australia - live HD Feed

Date: April 19, 2014
Time: 07:30 – 09:15pm CST/
11:30am – 01:15pm GMT

Live feed to start at approx. 07:15pm CEST/ 11:15am GMT

Satellite: Asiasat 5
Transponder (digital): C3H, Channel 2
Downlink Frequency: 3.715,500 MHz
Polarisation: X
Video Std: 1080i/50 Hz PAL
Audio Channels: Channel 1: English;
Channel 2: Chinese
Modulation: 8 PSK
Symbol rate: 7.2000 Msymb/s
FEC: 3/4
MPEG: 4:2:0 / MPEG4
Encryption: No encryption

Contact on site: Benjamin Kern, 0049-179-1008034

**Audi at the Auto China 2014
Press Conference**

Satellite details / Technical information for TV media regarding live broadcast

USA / Canada / South America – live HD Feed

Date: April 19, 2014
Time: 10:00pm – 10:30pm EST/
02:00 – 02:30am GMT (April 20)

Live feed to start at approx. 09:30pm EST

Satellite:	Intelsat 1R
Transponder (digital):	AM07 Lower
Downlink Frequency:	3.846,000 MHz
Polarisation:	x
Video Std:	1080i/60Hz in NTSC
Audio Channels:	Channel 1: English (IT); Channel 2: Chinese; Channel 3: German
Modulation:	8 PSK
Symbol rate:	14.4000 Msymb/s
FEC:	3/4
MPEG:	4:2:2 / MPEG2
Encryption:	No encryption

Europe / Middle East - live HD Feed

Date: April 20, 2014
Time: 04:00am – 04:30am CEST/
02:00 – 02:30am GMT

Live feed to start at approx. 01:30am GMT

Satellite: EUT 10 A
Transponder (digital): F5, Slot 1-6
Downlink Frequency: 12.676,830 MHz
Polarisation: X
Video Std: 1080i/50 Hz PAL
Audio Channels: Channel 1: English (IT);
Channel 2: Chinese;
Channel 3: German
Modulation: 8 PSK
Symbol rate: 7.2000 Msymb/s
FEC: 3/4
MPEG: 4:2:0 / MPEG4
Encryption: No encryption

Middle East / Asia / Australia - live HD Feed

Date: April 20, 2014
Time: 10:00am – 10:30am CST

Live feed to start at approx. 09:30am CST

Satellite: Asiasat 5
Transponder (digital): C2H, Channel 1
Downlink Frequency: 3.666,500 MHz
Polarisation: X
Video Std: 1080i/50 Hz PAL
Audio Channels: channel 1: English (IT);
Channel 2: Chinese;
Channel 3: German
Modulation: 8 PSK
Symbol rate: 7.200 Msymb/s
FEC: 3/4
MPEG: 4:2:0 / MPEG4
Encryption: No encryption

Contact on site: Benjamin Kern, 0049-179-1008034