

Audi Sport GmbH

Facts & Figures (as of as of December 31, 2023)

- Founded: 1983
- Managing Director: Rolf Michl
- Employees: around 1,500
- Operational areas: Development and production of high-performance models; customization/accessories; Audi Sport racing (motorsports)

Portrait

Founded over 40 years ago with a handful of employees, today Audi Sport GmbH – formerly quattro GmbH – shapes the sporty, exclusive image of the brand with the four rings. Only the sportiest models bearing the four rings are permitted to use the abbreviations R and RS. In addition to dynamic models for its general customer base, the company handles customizations through the Audi exclusive program, the Audi collection, and Audi Sport racing.

Audi Sport GmbH is headed by Rolf Michl, and Audi will enter Formula 1 for the first time in 2026. The independent Audi Formula Racing GmbH was founded as a wholly-owned subsidiary of Audi Sport GmbH for this purpose. Headed by CEO Adam Baker, the subsidiary is responsible for developing and producing the specially designed power unit.

The model portfolio – Exceptional performance on four wheels

Boasting 12 models, the Audi Sport GmbH portfolio is more extensive than ever – the number of models has doubled since 2012. Customers interested in buying a car from the sporty Audi subsidiary can also have Audi exclusive customize their purchase. The current model family ranges from the compact Audi RS 3* with its legendary five-cylinder turbo engine to the RS 4 Avant* with a Biturbo V6 and the RS 6 Avant* and RS Q8*, each with a twin-turbocharged eight-cylinder engine, or the fully electric sporty flagship of the brand with the four rings: the RS e-tron GT*.

Audi Sport GmbH once again closed the year with impressive figures: In 2023, 47,768 cars were delivered. That is an increase of 4.95 percent on the previous record year of 2022 when around 45,000 Audi Sport cars were delivered to customers.

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.*

Audi Sport GmbH's results also reflect the demand for electric models: Among the vehicles delivered in 2023 were 11,244 Audi e-tron GT quattro* and RS e-tron GT* models.

With the RS e-tron GT*, Audi Sport GmbH has offered compelling proof that electrification and performance go hand in hand. However, this marks only the beginning of a systematic electrification strategy. The next fully electric RS models will follow based on the PPE platform. Audi Sport GmbH plans to introduce around ten fully and partially electric Audi Sport models, some completely new, by 2026. By the decade's end, the Audi Sport GmbH portfolio will consist entirely of battery-electric (BEV) and partially electric (PHEV) models.

Production – Craftsmanship meets smart factory

Around 1,500 employees are part of the Audi Sport GmbH family, which has been registered as a high-performance vehicle manufacturer since 1996. Audi Sport GmbH's headquarters are in Neckarsulm. The motorsports division, including the independent Audi Formula Racing GmbH, is based in Neuburg an der Donau.

At Audi Böllinger Höfe, the flagship of series production near Neckarsulm, employees of Audi Sport GmbH manufacture the two most powerful, sportiest, and most sustainable cars that the brand with the four rings has to offer: The first fully electric RS model in the company's history, the RS e-tron GT*. On some 40,000 square meters (*47,800 sq yd*), precise manufacturing and the smart production of the future come together.

In addition, production at Audi Böllinger Höfe is net carbon neutral. To achieve this, Audi uses green electricity and heat from renewable sources. Carbon emissions that Audi cannot yet avoid by way of renewable energy sources are offset using so-called carbon credits from certified environmental projects. Audi Sport Production is thus making a significant contribution to Audi's Mission:Zero environmental program for systematically sustainable production. One key objective of the program is to achieve carbon-neutral production locations by 2025.

Motorsports – The DNA of Audi Sport

Audi Sport has stood for "Vorsprung durch Technik" in international motorsports since 1981. Whether at the World Rally Championship, Pikes Peak, super touring car championships, DTM, GT racing, Le Mans prototypes, or Formula E: In an impressive performance, Audi has triumphed in all motorsport projects with numerous victories and major championship titles. In the most recent success, Audi took first place at the Dakar Rally in January 2024. In customer racing, international customers driving Audi Sport GmbH models vie to come out on top in circuit races. Audi will enter Formula 1 for the time in 2026. The knowledge that Audi Sport GmbH, which has been responsible for the brand with the four rings' entire program since 2020, has gained in motorsports is reflected in all its models.

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Formula 1 will spearhead the company's related activities in the future. Audi Sport GmbH has established a wholly-owned subsidiary, Audi Formula Racing GmbH, to enter the premier class of motorsports. From 2026, the brand with the four rings will compete in the FIA Formula 1 World Championship with a specially developed power unit.

The power unit will be built at Audi Sport's state-of-the-art Competence Center Motorsport in Neuburg an der Donau, not far from AUDI AG headquarters in Ingolstadt. The center, which opened in 2014, is considered one of the most sophisticated of its kind and is currently undergoing extensive expansion for the F1 debut. The move entails the first Formula 1 power unit to be built in Germany since 2009. The decisive factor is the International Automobile Federation's (FIA) new regulations, which, among other things, will provide for sustainable synthetic fuels from 2026 and raise the electric share of hybrid drive units to almost 50 percent. Audi wants to actively shape the transformation of what is by far the most significant motorsport series.

The same is true when it comes to the company's involvement in the famous Dakar Rally. The Audi RS Q e-tron competed in cross-country rallies in the T1 Ultimate class for alternative-drive prototypes for the last time in 2024. The RS Q e-tron's drive concept combines an electric powertrain with a high-voltage battery and a highly efficient energy converter. Following their debut with first stage wins at the 2022 Dakar Rally, the Audi Sport team achieved the first overall victory of a car with an electric powertrain in a cross-country rally at the Abu Dhabi Desert Challenge. The next technological innovation followed at the 2023 Dakar Rally, where Audi used an innovative fuel that reduced carbon emissions by more than 60 percent for the first time. In 2024, the Audi Sport team won a historic victory: Carlos Sainz and Lucas Cruz took first place in one of the toughest Dakar Rallies yet. This victory makes Audi the first manufacturer to make history with an alternative drive concept.

Launched in 2009, the brand's customer racing program has won nearly 500 overall and class championship titles worldwide. Seventeen overall victories at 24-hour races and many other successes in endurance motorsports round off this impressive legacy. Audi Sport customer racing finished the past season with a strong performance: Customer teams on five continents have won 300 races and nearly 90 titles since January 2003. These victories were achieved at the wheel of the Audi RS 3 LMS touring car and the GT4, GT2, and GT3 variants of the Audi R8 LMS. This season's accolades include the TCR Model of the Year title, which the Audi RS 3 LMS won for the third consecutive year and the fourth time overall. The 2023 season marks the end of Audi Sport customer racing's strategic involvement, developed by the company alongside its customers' comprehensive programs. However, racing series, the public, and the media can still look forward to exciting motorsports in the tradition of the four rings, as many customers will continue to use products and services from Audi Sport customer racing for global categories in the future. They will continue to benefit from the service they've come to rely on, including comprehensive parts supply from Audi Sport and its regional partners in Asia, Australia, Europe, and Canada.

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Audi exclusive and Audi collection: Audi Sport GmbH leaves no wish unfulfilled

Audi collection accessories and the Audi exclusive customization program also contribute to the success of Audi Sport. For example, Audi Sport GmbH offers numerous equipment packages that include, among other features, red stitching for nearly all models in Audi's portfolio. At the same time, the Audi exclusive team focuses on meeting customers' individual needs.

From custom paint jobs and luxurious interior options with high-quality leather, embroidered decorative stitching, and selected woods to limited special editions – the wide range of options means practically no wish goes unfulfilled. This goes down well with customers the world over: In 2023, Audi exclusive made eleven strictly limited special editions and customized one in three Audi R8* models.

The Audi exclusive vision: To translate Audi customers' customization concepts into attractive personal offers and provide them with a unique experience. This extends to new digital solutions, such as the "Audi exclusive Customizer," a 3D visualization tool that customers can use to design their cars in thousands of individual combinations to create their own personal special edition.

With the Audi collection, Audi Sport GmbH creates a brand experience for customers and fans that goes beyond the automobile. The Audi collection implements high-quality lifestyle collections with unmistakable Audi DNA tailored to our customers' lifestyles. As part of the global licensing business with the Audi brands, the Audi collection creates evocative products together with the license partners, such as the RS Q e-tron from LEGO Technic. With Audi corporate fashion and employee outfitting for trade fairs and events, the Audi collection always ensures a brand-appropriate appearance. The Audi stores in the Ingolstadt and Neckarsulm forums bring the Audi lifestyle world to life and are an integral part of our visitors' customer journey.

40 years of pioneering spirit

As the ancient Greek philosopher Heraclitus said, "The only constant in life is change," and that is also true for Audi Sport GmbH. There has always been, and always will be, transformation: quattro GmbH was founded in 1983 to secure the quattro name and marketing rights. What began in the mid-1980s with high-quality accessories and sports gear went on to become a success story. At the 1995 International Motor Show, quattro GmbH presented the first customized Audi models, including the Audi A8 and the Audi Cabriolet. The following year, quattro GmbH was officially registered as a car manufacturer – the first in-house model was the Audi S6 plus. Today, the initial handful of people has grown into a team of around 1,500 dedicated employees. In 2020, series production, vehicle customization, Audi exclusive, and all Audi motorsport activities were brought together under Audi Sport GmbH.

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In this challenging market, Audi Sport GmbH once again achieved excellent sales figures in 2023 and is the first manufacturer to win an overall victory in one of the toughest rallies in the world, the legendary Dakar Rally.

All this was made possible by the Audi Sport GmbH team repeatedly daring to do new things while at the same time remaining true to their intrinsic character. Going forward, the sporty Audi subsidiary is pursuing a clear and systematic electrification strategy. Their vision: To set standards in the high-performance customer experience and electrification sector – and thus ensure the future of the brand with the four rings' sporty DNA.

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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 21 locations in 12 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2023, the Audi Group delivered 1.9 million Audi vehicles, 13,560 Bentley vehicles, 10,112 Lamborghini vehicles, and 58,224 Ducati motorcycles to customers. In the 2023 fiscal year, Audi Group achieved a total revenue of €69.9 billion and an operating profit of €6.3 billion. Worldwide, an annual average of more than 87,000 people worked for the Audi Group in 2023, more than 53,000 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/electric power consumption and emissions values of the models named above:

Audi RS 3

Fuel consumption combined in l/100 km: 9.5 – 8.9 (24.8 – 26.4 US mpg);
CO₂ emissions combined in g/km: 216 – 201 (347.6 – 323.5); CO₂-Classes: G

Audi RS 4 Avant

Fuel consumption combined in l/100 km: 10.1 – 9.6 (23.3 – 24.5 US mpg);
CO₂ emissions combined in g/km: 229 – 217 (368.5 – 349.2); CO₂-Class: G

Audi RS 6 Avant

Fuel consumption combined in l/100 km: 12.7 – 12.2 (18.5 – 19.3 US mpg);
CO₂ emissions combined in g/km: 289 – 276 (456.1 – 444.2); CO₂-Class: G

Audi RS Q8

Fuel consumption combined in l/100 km: 13.6 – 13.2 (17.3 – 17.8 US mpg);
CO₂ emissions combined in g/km: 308 – 300 (495.7 – 482.2); CO₂-Class: G

Audi RS e-tron GT

Combined electric power consumption in kWh/100 km: 22.1 – 19.8;
combined CO₂ emissions in g/km (g/mi): 0; CO₂-Class: A

Audi e-tron GT quattro

Combined electric power consumption in kWh/100 km: 21.6 – 19.6;
combined CO₂ emissions in g/km (g/mi): 0; CO₂-Class: A