



Product and Technology Communications

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Audi PB 18 e-tron: show car world premiere at Pebble Beach Car Week

- **Unveiling at Laguna Seca racetrack on August 23, 2018**
- **Design study for a puristic sports car of the future**
- **Emotion instead of emissions: powerful electric drive**

Ingolstadt, July 26, 2018 – Audi will reveal a world first during the 2018 Pebble Beach Car Week in California – a supercar concept car with electric drive. Pebble Beach Car Week, held every August in and around the Californian coastal city of Monterey, has long been considered the world’s most important forum for lovers of exquisite automobiles. Interest is not limited here to vintage cars but instead includes leading-edge design study concept cars and visionary technology.

The abbreviated name for the Audi premiere – Audi PB18 e-tron – refers to the Pebble Beach venue and the year of the debut. It likewise recalls the LeMans-series winner Audi R18 e-tron, whose technology inspired the solutions for various details. The styling of the Audi PB 18 e-tron was developed at the new Malibu Design Loft.

The Audi PB18 e-tron will be unveiled at 5 p.m. on August 23, 2018, on the Laguna Seca racetrack. The concept car will then be shown at the legendary vehicle presentation “The Quail” on August 24 from 8 a.m. to 4 p.m. Audi will present the concept car once more in Laguna Seca on August 25 (8:30 a.m. to 6 p.m.). And the concept car can be seen for the final time on Sunday, August 26, at the Concours d’Elegance in Pebble Beach. In parallel to the show car world premiere, Audi is also showing an extensive range of vintage cars and performance vehicles.

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 motorcycles of the Ducati brand. In the 2017 fiscal year, AUDI AG achieved total revenue of €60.1 billion and an operating profit of €5.1 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.