



**Audi of America Communications**

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## **Time to celebrate: 50 Years of Audi in America**

- **Full-model lineup on display at New York International Auto Show**
- **Entry SUV, all-new 2019 Audi Q3 will make U.S. debut**
- **Two Audi Sport models make U.S. debut: 2019 TT RS and 2020 R8**

**NEW YORK, April 16, 2019 – Audi of America will celebrate the anniversary of its 50th year in the U.S. at this year’s New York International Auto show with the brand’s full-model lineup on display, including the all-new 2019 Audi Q3 and the refreshed 2019 TT RS and 2020 R8.**

“Our golden anniversary is a testament to our commitment to thrill our customers with world class vehicles that offer the latest technologies and benchmark design. Together, with our dealers, we look forward to moving America for the next fifty and beyond,” said Mark Del Rosso, president, Audi of America.

In 2019, Audi of America will launch 10 all-new or significantly redesigned products, focusing on high-demand segments such as electrification, SUVs and performance models. Building on the success and rapid growth of the premium compact-SUV segment, Audi will introduce the all-new 2019 Q3, the second generation of one of the brand’s bestselling models, at the New York International Auto Show. Along with the Q3, customer deliveries of the Audi e-tron, the brand’s first fully electric SUV, are anticipated to begin in May. And continuing to represent the best in track-tested performance, the refreshed 2019 TT RS and 2020 R8, along with the limited edition R8 Decennium, will join the Audi Sport model line this summer.

Since 1969, Audi of America has been creating fans through its legendary quattro® all-wheel drive, motorsports history, products rich in innovation and design excellence, and with the launch of its first fully electric SUV, the 2019 Audi e-tron, the brand’s commitment to electrification.

### **Legendary quattro® all-wheel drive**

- **1981** Michèle Mouton becomes first woman to win world rally championship.
- **1982** Ur quattro becomes the first ever full-time all-wheel drive passenger car.



- **1985** Setting a new course record, Michele Mouton becomes first woman to win Pikes Peak Hill Climb.
- **2005** Audi celebrates 25 years of quattro by driving an A6 to top of Helsinki ski jump.
- **2019** Specially equipped Audi e-tron demonstrates electric all-wheel drive, conquering the legendary “Streif”.

#### **Motorsports**

- **1989** IMSA GTO class bans all-wheel drive cars after Hans-Joachim Stuck dominates the circuit in an Audi 90 quattro.
- **2000** Audi R8 LMP demonstrates FSI technology at the track, winning at Le Mans five times from 2000 to 2005.
- **2016** The Audi R8 LMS wins U.S. race debut at the 2016 Rolex 24 at Daytona.
- **2018** Audi Sport ABT Schaeffler wins Formula E Championship with one-two finish during last two races.

#### **Best-in-class products**

- **1969** The four rings arrive stateside and Audi 100 becomes first vehicle sold in the U.S.
- **1996** Introduction of first generation “B5” A4, later becomes brand’s best-selling sedan.
- **1999** First generation Audi TT Coupe is first-of-its-kind with Bauhaus-inspired design.
- **2008** Audi R8 makes U.S. debut and stars in football's Big Game spot parodying *The Godfather*.
- **2009** U.S. introduction of the best-selling Audi Q5 SUV.
- **2010** Audi surpasses 100,000 sales in the U.S.
- **2015** Audi surpasses 200,000 sales in the U.S.
- **2019** First all-electric vehicle, the Audi e-tron, goes on sale in the U.S.

#### **Industry-leading innovations**

- **1994** Audi A8 showcases strength of aluminum with lightweight Audi Space Frame (ASF®) design.
- **2005** A8 W12 becomes the first car in the U.S. to offer LED Daytime Running Lights.
- **2010** R8 V10 is first the U.S. car to offer an all LED lighting system.
- **2014** Driverless Audi RS 7 concept completes a lap at racing speed at Hockenheimring speedway.
- **2016** Audi launches the first Vehicle-to-Infrastructure technology in the U.S., Traffic Light Information, in Las Vegas.



As the celebration of five decades of the four rings continues, Audi will make additional announcements about initiatives to engage owners and fans across the U.S., along with news of future products and technologies.

For additional information, please visit: [media.audiusa.com](http://media.audiusa.com).

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#### **ABOUT AUDI OF AMERICA**

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands, delivering about 1.812 million vehicles globally in 2018. In the U.S., Audi of America sold nearly 224,000 vehicles in 2018. 2019 marks 50 years for the brand in the U.S. Visit [audiusa.com](http://audiusa.com) or [media.audiusa.com](http://media.audiusa.com) for more information regarding Audi vehicles and business topics.