

Audi launches e-tron range in Malaysia

- **Largest fleet of all-new fully electric vehicles premieres in Malaysia, priced from RM383,990**
- **Complimentary Audi e-tron compact charger for owners**
- **8 years battery warranty and 2 years unlimited mileage warranty with the option of extending to 5 years, and 3 years maintenance with Audi Assurance Package (AAP)**

Kuala Lumpur, 16 June 2023 – PHS Automotive Malaysia (PHSAM) today officially launched seven fully-electric Audi e-tron models to the Malaysian market.

Comprising of a family of SUVs, sportbacks and four door coupé, the e-tron range is purpose-built inside-out with only the best design and performance in mind. It reinforces Audi's identity as a pioneer for the future and perfectly embodies Audi's technological progress.

The Q8 e-tron SUV features a highly efficient aerodynamic form, optimised drivetrain with stronger charging performance and higher battery capacity, providing a range of up to 582 km. The interior of the Q8 e-tron advanced 50 quattro and Q8 e-tron S line 55 quattro provides a first-class seating experience. With the rear passenger seats folded, it provides a storage area of up to 1,725 litres.

While similar in features to its SUV siblings, the Q8 e-tron Sportback variants presents a sportier image with an elegant, streamlined silhouette designed for superior aerodynamic efficiency.

With its emotive design and revolutionary technology, the award-winning e-tron GT coupé reinterprets the classic idea of the gran turismo. The e-tron GT variant consists of the iconic RS e-tron GT, e-tron GT quattro with Dynamic Package and e-tron GT quattro, guaranteeing dynamic driving performance thanks to its revolutionary electric quattro all-wheel drive technology.

The recommended retail prices for the range of luxury performance all-electric Audi models are as below:

- Q8 e-tron advanced 50 quattro – RM 383,990 to RM 396,990
- Q8 Sportback e-tron advanced 50 quattro – RM 389,990 to RM 402,990
- Q8 e-tron S line 55 quattro – RM 474,990 to RM 487,990
- Q8 Sportback e-tron S line 55 quattro – RM 484,990 to RM 497,990
- e-tron GT quattro – RM 587,990 to RM 599,990
- e-tron GT quattro with Dynamic Package – RM 666,990 to RM 678,990
- RS e-tron GT – RM 792,990 to RM 807,990

Erik Winter, Managing Director of PHSAM remarked that response for the Audi e-tron has been overwhelming from dealers and customers alike. "This is the largest product release for Audi in Malaysia, and we are elated to be the first country in the region to launch the Q8 e-tron. These top-of-range, high performance luxury vehicles

have been highly anticipated, and are now set to captivate the hearts and imagination of Malaysians seeking a sustainable and environmentally friendly mobility option," said Erik.

"What's more, I am pleased to announce that this is only the beginning, as we are already working to bring in more e-tron models here, including the flagship SQ8, and the Q6 e-tron, which will make its global debut later this year," added Erik.

Momentum for EVs in Malaysia has been fuelled by government incentives and industry collaborations to achieve the government's target of having 1.5 million EVs in Malaysia by 2040. Audi believes uptake for electric vehicles will continue as electro-mobility becomes increasingly mainstream in the years to come.

Complimentary e-tron Compact Chargers and RM1,000 JomCharge Credits for e-tron Owners

To further enhance the ownership experience, all models come with the mobile e-tron Charging System Compact, to provide charging convenience, no matter the location.

The system consists of an intelligent compact charger and power cables – one that plugs into the vehicle and the other to the standard household power socket with an output of 1.8kW to 2.3 kW, or via a three-phase power supply with an output of 11 kW. Charging can be set to 100 and 50 percent charging power on the charging unit to avoid potentially overloading the home's electrical system.

As an additional benefit, owners will also receive complimentary RM1,000 JomCharge credits with a validity period of one year.

Introduction of MOON POWER into Malaysia

PHSAM has partnered with European energy solutions provider, MOON POWER to further support charging solutions for e-tron owners in the country. MOON POWER is a subsidiary of Porsche Holdings Salzburg (PHS), and this marks the brand's first entry in a country out of Europe.

Customers will be given the added option of purchasing MOON POWER wallbox chargers in 11 kW and 22 kW variants, beginning September 2023. Each MOON POWER unit undergoes strict quality control to meet the charging and safety requirements of Audi.

In preparation for the launch, all three Audi Centres in Glenmarie, Setia Alam and Juru have been fitted with MOON POWER, with each Centre providing three AC 22 kW chargers and one DC 180 kW charger. These Centres will offer charging, exclusively for Audi e-tron owners.

All Audi e-tron models come standard with 2 years unlimited mileage warranty, 8 years or 160,000 km battery warranty, and 5 years complimentary roadside assistance. Customers may opt for the Audi Assurance Package (AAP) which offers 3 additional years of warranty and 3 years maintenance at 15,000km service intervals.

For more information on the e-tron range, visit the nearest Audi Centre or www.audi.com.my.

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PHS Automotive Malaysia (PHSAM) is the official distributor of Audi in Malaysia. The Company aspires to create a sustainable business model by focusing on strategic product portfolio, strengthening dealer network, as well as enhancing service and parts availability.

PHSAM is managed by Porsche Holding Salzburg, one of the largest and most successful automotive distributors in Europe. The Salzburg-based company was founded in 1947 and operates today in 28 countries throughout Europe, as well as in Colombia, Chile, China, Singapore, Brunei, and Japan.

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 2022, the Audi Group delivered 1.61 million Audi vehicles, 15,174 Bentley vehicles, 9,233 Lamborghini vehicles, and 61,562 Ducati motorcycles to customers. In the 2022 fiscal year, AUDI Group achieved a total revenue of €61.8 billion and an operating profit of €7.6 billion. Worldwide, more than 87,000 people worked for the Audi Group in 2022, over 54,000 of them at AUDI AG in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.
