

Audi goes electric with e-tron

German car manufacturer, Audi presented to the world its first all-electric series production model in San Francisco.

By 2025, Audi will offer twelve automobiles with all-electric drive in the most important markets worldwide and achieve roughly one-third of its sales with electrified models.

The SUVs in this portfolio include the e-tron and the e-tron Sportback debuting in 2019. A series of models with classic body layouts such as Avant and Sportback will also be available. The range will cover every relevant market segment from the compact to the full-size class.

Peter Mertens, member of the board of management for technical development at AUDI AG, says, "The Audi e-tron is definitely a highlight in the history of our company and the starting signal for our electrification strategy."



#GIMS2018: What you need to know about the Audi e-tron prototype

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A total of four technical platforms and product families are the prerequisite for offering electric vehicles in every segment from A to D. Close collaboration between technical development and other group brands leverages the synergies required for a broad, global range that also offers optimal prospects of financial success.

The Audi e-tron and e-tron Sportback use components from Audi's modular longitudinal platform. This and numerous innovative technologies primarily in the area of drive systems are giving rise to a separate product family of e-SUVs with electric quattro all-wheel drive. Fast charging with up to 150 kW and ample range suitable for long-distance journeys are benchmarks in this class.

Audi will present the first member of another e-platform by the end of 2018: The Audi e-tron GT concept show car, a highly dynamic coupe with a flat floor assembly, is debuting at the Los Angeles Auto Show. The technology in this automobile was developed in collaboration with Porsche; the design and character of the e-tron GT concept are packed full of unmistakable Audi DNA.

Another joint project of the development departments at Audi and Porsche is the Premium Platform Electric (PPE). It will be the basis for multiple Audi model families with all-electric drive covering the high-volume B through D segments of the market.

Both SUVs and classic body concepts are planned here. A major strength of the PPE is that it was developed exclusively for electric drive. This offers advantages with respect to weight, the package and the proportions of the body.

“ Some more pics of the Audi E-Tron. pic.twitter.com/wd4c5BMybE— David Taylor (@DaveTheCarGuy) [September 18, 2018](#) ”

Several Volkswagen Group brands are collaborating on the development of the modular electrification platform (MEB), which serves as the basis for a series of Audi e-models, particularly in the high-volume A segment. One of these is being developed specifically for the requirements of China, the single most important market.

AUDI AG will also greatly expand its range of plug-in hybrid automobiles. “In the future, virtually every market segment will include models powered by a combination of electric motors and a combustion engine, and that can be charged at an electric outlet,” said Board Member for Technical Development Mertens.

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