

Ingolstadt, 6. December 2007

## World Solar Challenge 2007 Setting the pace efficiently

- **Audi A3 1.9 TDI participates in the World Solar Challenge**
- **Record-breaking consumption of just 3.3 litres per 100 kilometres**
- **Olympic champion Ian Thorpe pilots car from Ingolstadt**

Audi has demonstrated its environmental awareness in the World Solar Challenge, an efficiency-oriented car race held in Australia. With a remarkably low consumption of only 3.3 litres per 100 kilometres, the A3 1.9 TDI demonstrated its environmental credentials over the 3,543 kilometre route between Darwin and Adelaide. The A3 even completed certain sections on an astonishing 2.6 litres per 100 kilometres. The low CO<sub>2</sub> emissions of just 98 grams per kilometre added to an already impressive achievement.

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"The route was unquestionably a challenging one. That makes the extremely low consumption all the more satisfying. This is the outcome of innovative and efficient technology," remarked Audi Australia Managing Director Jörg Hofmann.

The Audi Team was bolstered by Olympic champion and Audi ambassador Ian Thorpe: "I have always had a keen interest in Audi vehicles. The car was a joy to drive and I was very impressed by its performance during this event." In the company of his team colleague, the Australian footballer Warren Tredrea, he completed the journey from Darwin to Adelaide in just eight days. Racing driver and journalist Peter McKay supplied advice on how to drive the car in a sporty but economical way.

The World Solar Challenge is a car race with a difference. Instead of speed and total laps, efficiency is what matters. The drivers and teams can choose to take part in one of three categories. The *Adventure Class* and *Challenge Class* offer creative minds from all over the world an opportunity to put their solar-powered vehicles to the test in front of an international audience.

The *Greenfleet Technology Class* places the emphasis on optimising the efficiency of internal combustion engines and electric motors. Predetermined refuelling points along the route guarantee that the cars' consumption and emissions are logged precisely. This has made the World Solar Challenge the most environmentally friendly car race in the world for the past 20 years.

"Driving economically but enjoyably" – that is also what the Economy Training course on offer at the Audi driving experience is all about. Course participants learn how to reduce petrol consumption permanently. Driver style can affect fuel consumption by as much as 25 percent. That not only protects the environment, but also saves money.

### **Audi Economy Training**

How do you derive maximum enjoyment from driving economically?

Audi's Economy Training courses show you how. For more information, contact

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