



Audi Communications

Andrew Stephenson

Spokesperson – Marketing Manager

Phone: +64 21 297 0481

E-mail: astephenson@audi.co.nz

audi.co.nz/newsroom

Audi New Zealand reveals its first electrified station wagon; the Audi S6 e-tron Avant

- **Kiwis get a sneak preview of the all-new, fully electric Audi S6 e-tron Avant**
- **A nationwide roadshow will commence in Audi dealerships from 23 May**
- **Due to launch September 2025, customers can view and test drive this pre-production model and see what is to come for Audi**

Auckland, 1 May 2025 – Audi New Zealand continues to expand its range of fully electric vehicles with the launch of its first electric station wagon and reimagined fan favorite, the Audi S6 e-tron Avant. A pre-production model will be available for customers to view and test drive for a limited time across each Audi dealership nationwide.

The Audi S6 e-tron Avant roadshow will begin in Auckland at Giltrap Audi North Shore, it will then make its way down the country stopping in Hamilton, Tauranga, Napier, Palmerston North, Wellington, Christchurch, Dunedin, and Queenstown.

The Audi S6 e-tron Avant is a left-hand drive pre-production model which will be available to view and test drive. It has been brought to New Zealand specifically for local evaluation and will not represent final New Zealand specification. New Zealand pricing and specifications are yet to be confirmed.

Greg Leet, General Manager of Audi New Zealand says he is excited to see New Zealand's response to this reimagined icon.

"The A6 e-tron is the first purely electric Audi available as an Avant, which is the shape of some of our most iconic vehicles. The S model will bring another level of performance and prestige which we know our customers expect from the brand" says Greg Leet, Audi New Zealand General Manager.

For those wanting to purchase a fully electric vehicle, the S6 e-tron Avant is best in class. Built on Audi's new Premium Platform Electric (PPE), the upper mid-size vehicle carries through familiar strengths in performance, range, and charging as seen in the Audi Q6 e-tron that launched at the end of 2024. Along with a powerful and sporty exterior design progressive design, it is sure to impress its Kiwi audience.

Audi has confirmed that the range will consist of two models, starting with the A6 e-tron Avant



which will be available in two variants. The base model S line with 270 kW and rear wheel drive will offer a maximum electric range of 650 km* (WLTP). The S line quattro offers a 315 kW output with all-wheel drive.

The Audi S6 e-tron Avant provides a system output of 370 kW (405 kW with launch control) and can accelerate from 0 – 100 km/h in 3.9 seconds. Alongside a range of over 623 km (WLTP)* on a full charge this S model also offers a more premium, sporty interior and exterior styling.

All models will reflect the all-new interior design and technology as seen in the Q6 e-tron – including the front passenger display screen. Thanks to the 800-volt technology and a maximum DC charging output of 225 kW as standard, quicker charging is available across the range. At a High Power Charging (HPC) station, up to 245 km can be recharged in just ten minutes. The State of Charge (SoC) increases from 10 to 80 percent in 21 minutes.

Pricing is still yet to be confirmed but Audi expects the range to start at \$144,990 excluding on-road costs.

From 23 May until 3 August 2025 the S6 e-tron Avant will be on display and available to test at Audi Authorised dealerships. View the dates below and contact your nearest Audi dealership to book a test drive.

Audi S6 e-tron Avant Dealer Roadshow Schedule		
Location	Audi Dealership	Dates
Auckland – North Shore	Giltrap Audi North Shore	23 May – 26 May
Auckland – Grey Lynn	Giltrap Audi	28 May – 3 June
Auckland - Newmarket	Continental Cars Audi	5 June – 10 June
Hamilton	Ebbett Hamilton	13 – 17 June
Tauranga	Farmer Audi	20 – 24 June
Napier	Bayswater	27 – 30 June
Palmerston North	Robertson Prestige	4 – 6 July
Wellington	Armstrong's Audi	9 – 13 July
Christchurch	Archibald's Audi	17 – 21 July
Dunedin	Southern Motor Group	24 – 28 July
Queenstown	Queenstown Motor Group	31 – 4 August

*WLTP (real world driving test) is variable based on driving conditions, style, situation and terrain.

Image disclaimer – images provided do not represent final New Zealand specification.

Ends

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 2024, the Audi Group delivered 1.7 million Audi vehicles, 10,643 Bentley vehicles, 10,687 Lamborghini vehicles, and 54,495 Ducati motorcycles to customers. In the 2023 fiscal year, Audi Group achieved a total revenue of €69.9 billion and an operating profit of €6.3 billion. Worldwide, an annual average of more than 87,000 people worked for the Audi Group in 2023, more than 53,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.