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When a model reaches its maximum: The new Audi RS 6 Avant GT

- **Carbon fibre hood and fenders as well as 22-inch wheels in a distinctive design create an unparalleled appearance**
- **Final assembly is carried out by seven of Audi’s most experienced product specialists. All GT-specific features are fitted by hand**
- **NZ to receive 13 of only 660 units worldwide and heritage decals based on the Audi 90 quattro IMSA GTO guarantee exclusivity**

New Zealand, February 6, 2024 – The new Audi RS 6 Avant GT is the pinnacle of the RS 6 Avant. With an impressive pass-through roof edge spoiler, redefined diffuser, and 22-inch wheels in a distinctive design underscore its top position in the model series. The interior features a fresh colour combination, and individual numbering in the center console as exclusive accents. Lightweight adjustable coilover suspension unique to the RS 6 Avant GT and a reworked quattro sport differential on the rear axle sharpen the driving experience. Delivery will begin in the last quarter of 2024, with pricing to be confirmed.

Greg Leet, General Manager of Audi New Zealand says, “The RS 6 has always been the pinnacle of our RS offering, and we know Kiwis love it. Almost 25% of our overall volume is made up of RS models, and with New Zealand set to receive only 13 of these limited editions we expect there won’t be enough to meet demand. This vehicle also comes with a level of detail both in its performance and design which is rarely seen in the premium market. It won’t be until we see it here in New Zealand that we can truly appreciate what has gone into producing this super exclusive model.

The idea of the Audi RS 6 Avant GT goes back to the apprentice project RS 6 GTO concept from 2020. Twelve apprentices learning to work as bodywork and vehicle construction mechanics, automotive mechanics, automotive painters, and tooling mechanics worked on the project for six months with the support of Audi Design. They took most of their inspiration from the legendary Audi 90 quattro IMSA GTO race car from 1989. The result shows the range of ways in which young talents can contribute to the company even during their apprenticeship.

An unparalleled appearance

The new Audi RS 6 Avant GT stands out from other models in its range, thanks to its even more



impressive appearance based on the RS 6 GTO concept. The Singleframe and the air intakes are finished entirely in high-gloss black, which makes the car appear even lower and wider. Vertical blades in the front apron, a new intake grille, and a powerful front splitter integrated into the bumper enhance the sharpened look. For the first time, Audi Sport GmbH is not only using a fully redesigned hood but is also manufacturing it from carbon fiber. The one-of-a-kind finish makes the redesigned hood's carbon material a real eye-catcher, and it is impressively framed by the color of the body. Integrated air outlets behind the large 22-inch wheels reduce air pressure in the wheel arch and improve brake cooling. Like the hood, the fenders housing the large wheels are made entirely of carbon fiber – this is a first for the model and a true highlight for the vehicle itself as well as for Audi Production.

The side profile is defined by inserts in the side skirts, exterior mirror covers in glossy carbon and the 22-inch wheels in the 6-spoke design made exclusively for the RS 6 Avant GT. At the rear, the special edition impresses with black “RS 6 GT” lettering, a tailgate specially adapted to the design with a visually lowered loading edge, a functional diffuser with a vertically centered reflector that makes the car appear even wider, and a distinctive double wing inspired by motorsport. The latter was taken almost 1:1 from the apprentices' concept car. For the first time in the history of the RS 6 Avant, the roof rails have also been removed for an even flatter, sportier silhouette.

In New Zealand, the exclusive heritage decals in black and gray tones come with only two exterior colour options; Nardo grey or Mythos black. To match, Audi Sport GmbH offers the wheels in high-gloss black or matte black. The four rings in the Singleframe and the tailgate along with the model lettering are black as standard.

The RS 6 Avant GT rolls off the production line with the RS design package plus as standard. The black interior is enhanced by numerous accents in the exclusive colour combination of red and copper, for example, the stitching on the steering wheel, the sides of the center console, the center armrest, door armrests, and the floor mats with “RS 6 GT” lettering. The honeycomb stitching in the center of the seat shimmers in Express Red, while that on the outer seam of the bucket seat is finished in copper.

The armrests, dashboard, center console, and the door waist rails are upholstered in Dinamica black microfiber, while the decorative inlays are covered in Dinamica deep black microfiber. The seat belts catch the eye with their full crimson red colour. As a special highlight, the center console features the car's serial number in the limited run of 660 models.

Next-level performance

Based on Audi's most powerful and fastest RS 6 to date, the RS 6 Avant performance, the RS 6 Avant GT will have a power output of 463 kW and a maximum torque figure of 850 Nm. Sprinting from 0 to 100 in 3.3 seconds, 0.3 seconds faster than the baseline RS 6 Avant. The standard top speed is 305 km/h, negative acceleration is handled by the standard RS ceramic brake system.



To further distinguish the special edition from other RS models, the quattro sport differential on the rear axle has been specially tuned for the RS 6 Avant GT. The new parameters focus on greater agility and rear bias in “dynamic” driving mode. Customers benefit from sporty, neutral, and highly precise handling. For the first time, and only for the RS 6 Avant GT, adjustable coilover suspension comes as standard. It lowers the ride height by ten millimeters and offers a perfect combination of dynamics and comfort. A higher spring rate, triple-adjustable dampers, and stiffer stabilizers (30 percent stiffer at the front and 80 percent at the rear) ensure less body roll, which once again significantly increases the fun factor. The necessary tools and instructions for making individual adjustments are also on board.

Manufacturing of the highest grade

One thing that is different about the new RS 6 Avant GT is that it is not entirely assembled on the production line in Neckarsulm. After the body construction works and painting shop, the 660 models go to Böllinger Höfe, where the Audi R8, Audi e-tron GT quattro and RS e-tron GT are built in small-series production. This highly flexible facility is unique within the Group and thus offers the best conditions for finishing. Final assembly is carried out by seven of Audi’s most experienced production specialists at three assembly stations set up especially for this exclusive special edition. Each individual vehicle spends a whole day there. All GT-specific features are fitted by hand to each of the 660 models produced worldwide. This includes the hood, the fenders, the rocker panels, the double wing, the front and rear aprons, and the adjustable coilover suspension.

Production at Böllinger Höfe is net carbon neutral. To achieve this, Audi uses green electricity and heat from renewable sources – an important milestone both for the brand and the Neckarsulm site. CO₂ emissions Audi cannot yet avoid by means of renewable energy sources offset using carbon credits from certified environmental projects. The company is thus making a significant contribution to Mission:Zero – the premium manufacturer’s environmental program for fully sustainable production.

Final pricing and specifications for the RS 6 Avant GT in New Zealand will be released closer to the local launch which is planned for the last quarter of 2024. To find out more on this exclusive new model, please submit your details [here](#).

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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.
