

AUTOMOTIVE

Audi climbs a mountain for electric capability

February 19, 2019



Audi showcases the power of its e-tron with uphill feat. Image credit: Audi

By STAFF REPORTS

German automaker Audi is proving the strength of its fully electric SUV model after it completed a course that is known as one of the most difficult in the world.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Audi is sharing news and content of its recent feat in which its e-tron climbed up the steepest part of the downhill course, exhibiting that electric cars are just as powerful as gas-powered vehicles. The section is named "Mausefalle," the steepest section of the "Strief" on a mountain in Kitzbhel, Austria.

Uphill battle

The downhill course has an 85 percent gradient, which the e-tron was able to power up.

Audi equipped the specialty model with a quattro powertrain, including two electric motors on the rear axle and one electric motor on the front axle.

In addition, the automaker modified its software system with respect to drive torque and torque distribution for the special conditions on the course, as well as 19-inch spiked-wheels for better grip on the snow.

Driver Mattias Ekström drove the Audi e-tron up the steep course. The driver was strapped in to a racing seat with a six-point harness and the car itself was fitted with a roll-cage for added safety measures.

Energy drink maker Red Bull partnered with Audi on the endeavor.

"Conquering an 85 percent gradient sounds impossible at first," Mr. Ekström said in a statement. "Even I was impressed with the way this car handles such difficult terrain."



Audi's upward climb in Austria. Image credit: Audi

Audi recently used one of the biggest advertising platforms to also bring awareness to the new electric endeavor, as the EV category grows.

Taking advantage of the biggest commercial day of the year, Audi showcased its new e-tron concepts during the second quarter of Super Bowl LIII. In true Super Bowl fashion, the spot, titled "Cashew," focuses on comedy to make an announcement to consumers.

The end of the film featured a cameo by the SUV e-tron ([see story](#)).

"We already proved the mettle of the electric SUV last year in a number of Audi e-tron extreme events," said Peter Oberndorfer, head of product and technology communications at Audi, in a statement. "From Pikes Peak to the salt plains of Namibia to the high-voltage test bay in Berlin the Audi e-tron prototype mastered the greatest of challenges.

"With the sensational drive up the Mausefalle' we have pushed the boundaries even further and demonstrated all the technical possibilities of quattro technology in an electric car."