
Audi A6 Avant e-tron concept – Design

Unmistakable e-tron: the design

Based on its dimensions, the Audi A6 Avant e-tron concept clearly represents the upscale segments – 4.96 meters (16.3 feet) in length, 1.96 meters (6.4 feet) in width, and 1.44 meters (4.7 feet) in height, the same as the current models in the Audi A6/A7 series. With its dynamic proportions and elegant lines, including the Avant back end typical of the brand, it's obvious at first glance that this vehicle was conceived in a wind tunnel.

Aerodynamics has always played a key role in Audi's long history of success in the luxury class. The cW value of the Audi 100 / C3 – the aerodynamics world champion of all classes in its day – is legendary: with its cW value of 0.30, Audi was already far outperforming its competitors as early as 1982, and continued to do so for many years thereafter.

Now the electrically powered family of the Audi A6 e-tron concept is writing a new chapter in this success story, proving once again that the brand always combines form and function in perfect symbiosis. The Sportback's cW value of just 0.22 is unprecedented in the electrified C-segment. With its expansive roofline, the Avant's cW value is just 0.02 units above that. In layman's terms, this means the car exhibits minimal aerodynamic drag – which initially translates into lower energy consumption and therefore extended range. At the same time, the fine-tuning in the wind tunnel has once again resulted in an organic design with exceptional elegance and harmony down to the last detail.

Large 22-inch wheels and short overhangs, the flat cabin, and a dynamic roof arch give the Avant proportions that are distinctly reminiscent of a sports car.

The absence of hard edges results in smooth transitions between convex and concave surfaces throughout the body, as well as in soft shadows. The Audi A6 e-tron concept appears monolithic, as if from a single mold – particularly when viewed from the side.

The gently backward sloping roof arch with the slanted D-pillar is a typical feature of Audi Avant window design; the D-pillar rises up from the stable base of the vehicle's back end in an especially streamlined manner. The eye-catching quattro wheel arches effectively accentuate the width of the body and are simultaneously integrated organically into the side surfaces.



The wheel arches are connected by the specially sculpted battery area above the rocker panel, which is highlighted with a black inlay – a design element that is now a hallmark of the Audi brand’s fleet of electric vehicles. Also typical of Audi e-tron models are the sleek, camera-based virtual exterior mirrors at the base of the A-pillar.

Looking at the front, it is immediately apparent that the Audi A6 e-tron concept is an electric-powered representative of the brand with the four rings. A characteristic feature is the large enclosed Singleframe grille, which is bordered at the bottom by deep air intakes for cooling the drivetrain, battery, and brakes. The flat headlight bezels extend far into the sides of the laterally sweeping front end, underscoring the horizontally aligned architecture of the vehicle body.

The influence of the wind tunnel on the rear end is unmistakable. The upper rear end is shaped to create an aerodynamically functional and circumferential breakaway edge. The rear spoiler with colored trim visually emphasizes the elongated, horizontally oriented silhouette of the A6 Avant e-tron concept. It also does important work with airflow to improve aerodynamics.

And in the lower section, the rear diffuser’s two generously sized air outlets are integrated into the bumper area. These components, which also have colored trim, channel the air that flows under the vehicle in a manner that reduces turbulence – a perfect combination of reduced aerodynamic drag and minimized lift.

The showcar’s sporty silhouette is emphasized by its warm shade of gray called Neptune Valley. While the paint has a modern, understated look when it is in the shadows, its full effect opens up in the sun, draping the showcar in shades of softly iridescent gold with its effect pigments.

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