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## Audi Q8 Sportback e-tron – Integration of holoride into Audi models

One of the first vehicles to be so, the new Audi Q8 e-tron\* is holoride-capable thanks to the modular infotainment kit (MIB 3). Rear seat passengers can put on virtual-reality glasses (VR glasses) and immerse themselves in games, films, and presentations, making car rides a multimodal experience. The main attraction: virtual content adapts to the driving movements of the car in real time. For example, if the car is taking a right turn, the spaceship in the imaginary world will also fly to the right. If the car accelerates, the spaceship speeds up too. In other words, the car's driving dynamics are integrated live into the virtual experience permitting passengers to experience various media formats including games, films, and interactive content is even more intensive.

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Holoride combines the displayed content in real time with relevant data points from the car, like acceleration and steering movements as well as navigation data about the route and trip time. Additionally, the movement-synchronized journey through virtual worlds reduces the motion sickness that often accompanies conventional enjoyment of visual media in the car. Initiated by Audi, development of this innovative VR or XR (extended reality) technology is being advanced and commercialized for different manufacturers by the tech entertainment start-up holoride. Audi is the first manufacturer worldwide to introduce virtual-reality entertainment from holoride into its vehicles.\***Audi Q8 50 e-tron** Combined electric power consumption in kWh/100 km (62.1 mi): - (NEDC); 24.0–20.1 (WLTP); combined CO2 emissions in g/km (g/mi): 0 (0)

**Audi Q8 55 e-tron** Combined electric power consumption in kWh/100 km (62.1 mi): - (NEDC); 24.4–20.6 (WLTP); combined CO2 emissions in g/km (g/mi): 0 (0)

**Audi SQ8 e-tron** Combined electric power consumption in kWh/100 km (62.1 mi): - (NEDC); 28.0–24.6 (WLTP); combined CO2 emissions in g/km (g/mi): 0 (0)

**Audi Q8 50 Sportback e-tron** Combined electric power consumption in kWh/100 km (62.1 mi): - (NEDC); 23.7–19.5 (WLTP); combined CO2 emissions in g/km (g/mi): 0 (0)

**Audi Q8 55 Sportback e-tron** Combined electric power consumption in kWh/100 km (62.1 mi): - (NEDC); 24.1–19.9 (WLTP); combined CO2 emissions in g/km (g/mi): 0 (0)

**Audi SQ8 Sportback e-tron** Combined electric power consumption in kWh/100 km (62.1 mi): - (NEDC); 27.0–23.5 (WLTP); combined CO2 emissions in g/km (g/mi): 0 (0)

*Only consumption and emissions values are only available according to WLTP and not*



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*according to NEFZ for this vehicle. Information on fuel consumption and CO2 emissions in ranges are dependent on the chosen vehicle specification.*

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