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Audi R8 Launched



Audi has launched its mid-engined super sports car the Audi R8. The [Audi R8](#) is priced at 1,17,00,000 INR (ex-showroom Delhi). The Audi R8 was officially unveiled at the splendid lawns of the German Embassy in New Delhi along with two Audi racing legends: Auto Union Type D and the Audi R8 Le Mans Prototype, both chosen for their link to ground-breaking technologies of their time. These cars were introduced to the public in a rare display, after which in a stunning presentation eight Audi R8's moved in a convoy to the historic India Gate through streets of New Delhi.

"The Audi R8 is not only a strong statement about the brand, but also about Audi's direction for the future - to be the most successful premium brand by 2015. It embodies the philosophy of "Vorsprung durch Technik". It will revolutionise the Indian automobile space and will offer an experience of a lifetime to discerning customers in the country," said Mr. Benoit Tiers, Managing Director Audi India. "We decided to launch the Audi R8 in the Indian market based on the enthusiastic response received from our select customers. India is a very crucial market for Audi and we are very keen to expand our presence in the country through expansion of the dealership network and bringing in our international range of models," added Mr. Tiers.

The Audi R8 has won several awards in Germany and Europe, along with the double victory at the famous 2008 World Car of the Year awards, winning both the "World Performance Car" and "World Design Car of the Year" awards.

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