



Let's talk about PROGRESS: Audi inspires international pioneers at the Bits & Pretzels event

Quotes of Participants of the Audi online sessions September 30th, Munich

> New Leadership? Learnings of leaders in times of crisis and beyond.

Hildegard Wortmann, Member of the Board of Management of AUDI AG, Sales and Marketing

“Corona is a catalyst for digitalization but also for new leadership values: setting a course boldly, using challenges to grow along with your team, and seizing new opportunities – in this way, leading with passion becomes a key element of business success.”

Cawa Younosi, Head of SAP HR Germany

“Emotional intelligence is a must - not a nice-to-have. This does not only apply to your team, but also for partners and customers or even your own family.”

> Brand-new Brand – How do you build a brand to become more valuable?

Henrik Wenders, Senior Vice President Brand Audi

“A clear, consistent strategy and positioning are the foundations for successfully building a brand. For us at Audi that is ‘Vorsprung’. We display the pioneering spirit and forward-looking orientation of the brand in everything that we do.”

> Seven Digital Trends from China, that have experienced growth during the crisis

Christian Balzer, Head of Brand Strategy, Audi China

“China is developing with incredible speed. Before COVID-19 appeared, during the crisis and also afterwards. Agile, creative, digital.”

Ming Zhu, China Strategy, AUDI AG:

“Chinese customers’ high affinity for innovation and digitalization is one of the key drivers for ‘China speed’. They are open and curious to new technologies or business models that can make life easier and more convenient.”

Marcel Münch, Co-Founder and Managing Partner DONGXii:

“For Audi – and hopefully also for the audience today – China insights can be a great way of learning and adopting new innovative business models and trends.”



> Corporate Innovation Units: How to implement new digital business successfully in the long term?

Matthias Brendel, Head of the Audi Denkwerkstatt

“Our Vorsprung, our lead, consists in both early validation and also fast implementation of prototypes by internal and external partners – we take advantage of the best of both worlds. The Audi Denkwerkstatt is an agile innovation unit of AUDI AG with a strong focus on the customer. The team develops digital business models at the interface between the Group and the start-up ecosystem.

Lennart Dobravsky, Director of Research & Intelligence, Lufthansa Innovation Hub

“At the Lufthansa Innovation Hub we develop new digital business models that go beyond transporting people from A to B in an aircraft. For this purpose we closely explore the travel and mobility ecosystem. Our research is the basis of our activities, enabling us to identify trends at an early stage and to recognize new business opportunities.”

> Diverse mindsets for added value: The chances of combining start-up and corporate culture. Three key take-aways from living between two worlds”

Anna Trunk, Head of HR, Innovation Management, AUDI AG:

“As co-founder of the Audi Denkwerkstatt and in my current role at Audi headquarters, I have learned that the true added value of the link-up between these two worlds lies above all in mutually understanding the culture of the other partner and adapting to it. I am convinced that when start-ups and companies concentrate on WHY the other side does something, then the HOW or WHAT and thus the project cooperation too becomes much easier.”

Nicolai Gropper, Head of Business Development, Audi Business Innovation GmbH

“We at Audi Business Innovation GmbH are the proxy or mediator between the world of start-ups and the world of the large corporation. In this role we are fascinated by the magic that arises when the power of the large company and the restlessness of the start-up lead to cross-fertilization and create something new.”

Nicola Büsse, co-founder and Head of Sales, MOBIKO:

“The culture of large companies is in some ways significantly different from that of start-ups – and the reasons for this are many and various. However, if we allow ourselves to see the strengths of the others, to value them and to trust that each will do its very best, meeting as equal partners, then the interplay of these diverse cultures and strengths can be an ideal basis for success.”

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