

Culture & Trends Communications

Tilman Schneider

Phone: +49 841 89-92752

E-mail: tilman.schneider@audi.de

www.audi-mediacyenter.com

Audi at Design Miami: exclusive experience of the stages of technical development

- “Audi Motherboard” installation with Audi A8 technology
- Test stand from the high-security zone displayed for the first time as an exhibit

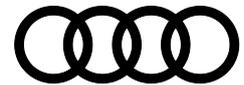
Miami/Ingolstadt, December 6, 2017 – Audi is offering a glimpse into the complex research and development process for the new A8. At the opening of Design Miami 2017, the premium car brand is presenting the first-ever exhibit of the “Audi Motherboard.” The replica of an original test system from the Technical Development division illustrates the complexity of the luxury sedan.

The “Audi Motherboard” is a replica of a test system used by Audi to test vehicle components during various stages of development. The exhibit consists of three circuit boards that are roughly 3 meters by 3 meters (*9.8 ft x 9.8 ft*) in size. They show the control modules used by engineers to test interaction between hardware and software functions prior to series production. This allows them to simulate things such as the immense exchange of data between the systems. Test stands of this type are normally located in the high-security zone of the Technical Development division.

The fourth generation of the Audi A8 serves as the benchmark for *Vorsprung durch Technik* – with a new design language, an innovative touchscreen operating concept and 48-volt technology as the basis for the electrified drive. “The Audi A8 is the world’s first production automobile developed for highly automated driving. We are demonstrating to our visitors in Miami how the model manages the complex situations in a traffic jam with technology,” said Bernhard Neumann, Head of Experiential Marketing at Audi. “With the help of the installation we make it possible to experience the Audi A8 and the process of its development.”

Design Miami takes place December 5-10 in Miami, Florida (USA). It is viewed as a worldwide design forum and each year draws the most influential art collectors, gallery owners, designers, curators and critics from all over the world. Audi has been the exclusive automotive partner to the exhibition since 2006.

– End –



Fuel consumption of the models named above:

Audi A8:

Combined fuel consumption in l/100 km: 8.0 – 5.6 (*29.4 – 42.0 US mpg*)*;

Combined CO₂ emissions in g/km: 182 – 145 (*292.9 – 233.4 g/mi*)*

* Figures on the fuel consumption and the CO₂-emissions vary in case of given ranges depending on the used combination of wheels/tires and engine version