

Communication Culture and Trends
Tilman Schneider
Telephone: +49 841 89-92752
E-mail: tilman.schneider@audi.de
www.audi-mediacycenter.com

Italdesign Communications Office
Christian Bolognesi
Telefon: +39 335 7275212
E-mail: christian.bolognesi@italdesign.it
www.italdesign.it/press

Audi, Italdesign and Airbus combine self-driving car and passenger drone

- **Pop.Up Next – a modular concept to solve traffic problems in cities**
- **Board Member for Procurement, Dr. Bernd Martens: “A vision that could permanently change urban life”**
- **The study employs lightweight construction, a 49-inch screen, facial recognition and eye-tracking**

Ingolstadt/Geneva, 6 March 2018 – At the Geneva Autosalon from 8 to 18 March, Audi, Italdesign and Airbus are presenting “Pop.Up Next”, an entirely electric, fully automatic concept for horizontal and vertical mobility. In the distant future this vehicle could transport people in cities quickly and conveniently on the road and in the air, at the same time solving traffic problems. The dominant interior feature is a 49-inch screen, while interaction between humans and the machine is performed by speech and face recognition, eye-tracking and a touch function.

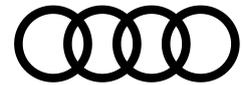
The ultra-light, two-seater passenger cabin can be attached either to a car module or to a flight module. Audi is supporting the project with know-how on battery technology and automation.

“Creativity is needed where new mobility concepts for cities and people’s diverse needs are concerned. Italdesign is an incubator for innovative technologies and radical prototyping. Pop.Up Next is an ambitious vision that could permanently change our urban life in the future,” says Dr. Bernd Martens, Audi Board Member for Procurement and President of Italdesign.

Italdesign develops future-oriented vehicle concepts for Audi and customers around the globe. Jörg Astalosch, CEO of Italdesign, says: “Various players will define the rules of urban mobility in the future. We are proud to collaborate with Airbus, the leading company in the aerospace industry, to investigate solutions for future mobility.” Astalosch sees Pop.Up Next as a flexible on-demand concept that could open up mobility in the third dimension to people in cities. Italdesign is making use of a network of cities, universities and various stakeholders in order to better anticipate the future of mobility in cities.

A first version of Pop.Up already had its premiere at the Geneva Autosalon a year ago. Pop.Up Next is significantly lighter than its predecessor, and the interior has been redesigned. For more information on Pop.Up Next, see <https://www.italdesign.it/geneva2018>.

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 motorcycles of the Ducati brand. In the 2016 fiscal year, AUDI AG achieved total revenue of €59.3 billion and an operating profit of €3.1 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.