



**Communications Culture & Trends**

Christian Günthner

Phone: +49 841 89-48356

E-Mail: [christian.guenthner@audi.de](mailto:christian.guenthner@audi.de)

[www.audi-mediacyenter.com/en](http://www.audi-mediacyenter.com/en)

## **Audi presents installation “Fifth Ring” at Milan Design Week**

- **Work of MAD Architects symbolizes striving for perfection**
- **Audi Aicon and Audi A6 Sedan at the center of the installation**
- **Audi for the sixth time at Milan Design Week**

**Milan/Ingolstadt, April 16, 2018 – Audi presents the exclusive installation “Fifth Ring” at this year’s Milan Design Week. The renowned architectural office MAD Architects developed the spatial installation around two automotive highlights: the Audi Aicon design vision and the Audi A6 Sedan (combined fuel consumption in l/100 km: 7,1 – 5,5\*; combined CO<sub>2</sub> emissions in g/km: 162 – 142\*), which will make their Italian debut at the international design fair.**

“Fifth Ring” is a spatial installation of a ring and symbolizes progress and evolution. MAD Architects and Audi combine the philosophical approach of the fifth element with the Audi Aicon - and thus with a mobility concept for tomorrow’s world, with revolutionary design. Besides the concept car, the focus is on the new Audi A6 Sedan. The Audi A7 Sportback (combined fuel consumption in l/100 km: 7,2 – 5,5\*; combined CO<sub>2</sub> emissions in g/km: 163 – 142\*) and the Audi A8 (combined fuel consumption in l/100 km: 8,0 – 5,6\*; combined CO<sub>2</sub> emissions in g/km: 182 – 145\*) are further elements of the installation.

“The illuminated ring in the square boundary of the historical courtyard stands for mankind’s strive for perfection,” describes Ma Yansong, the founder of MAD Architects, the staging. “It floats above a water basin and reflects the constantly changing sky. It gives the viewer the feeling of walking in the clouds.” Fabrizio Longo, Brand Manager of Audi Italy adds: “This search for perfection is the force for innovation and the drive that makes Audi cars so special.”

MAD Architects is an international architectural firm that develops futuristic, organic and technologically advanced designs. The artists attach particular importance to a contemporary interpretation of the Eastern affinity to nature. The Milan Design Week is regarded as the leading design event focusing on the Fuorisalone and the Salone del Mobile. With more than 300,000 expected visitors from around 165 countries, it will take place in Milan from 17 to 22 April 2018.

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*\* Fuel consumption and CO<sub>2</sub> emissions figures given in ranges depend on the tires/wheels used.*

*Further information on official fuel consumption figures and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the "Guide on the fuel economy, CO<sub>2</sub> emissions and power consumption of all new passenger car models," which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany ([www.dat.de](http://www.dat.de)).*

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 2017 fiscal year, AUDI AG achieved total revenue of €60.1 billion and an operating profit of €5.1 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.