



Audi of America Communications

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Audi hosts Intel drone light shows to celebrate e-tron world premiere

- **Three aerial performances featuring 850 Intel® drones marked Intel's first combined event with indoor and outdoor drone shows**
- **Outdoors, Intel® Shooting Star™ drones lit up San Francisco skyline with formations of Audi and e-tron logos**
- **Indoors, Intel® Shooting Star™ mini drones supported the e-tron reveal with spectacular indoor light show**

SAN FRANCISCO – September, 18, 2018 – Intel performed its first-ever combined indoor and outdoor Intel drone light show in collaboration with Audi for the world debut of its all-electric SUV—the Audi e-tron.

During the evening of Monday, Sept. 17, a total of 850 Intel® drones played a critical role in a grand multi-media experience that greeted 1,600 guests from around the world as they traveled by boat from the Embarcadero to Richmond's historic Craneway Pavilion for the global reveal of the e-tron. Three hundred Intel drones lit up the San Francisco Bay to bring life to the building and "charge" its surroundings, welcoming guests arriving by boat as the drones formed the iconic Audi four-ring logo overhead.

Once the guests were inside the Craneway Pavilion, a combination of 550 Intel drones thrilled the audience with indoor and outdoor shows. Intel drone-powered light shows, designed for entertainment, painted the sky with the e-tron logo above the bay as an extension of the unveiling and demonstration of Audi innovation.

Footage of the show is available here: <http://media.audiusa.com/gallery/videos/4658>.

For additional information and to reserve your e-tron, visit www.audiusa.com/reserve.

The Audi e-tron, a five-passenger mid-sized SUV, is expected to be delivered to showrooms in the first part of 2019. The e-tron will be the first of three battery-electric vehicles that Audi will debut by 2020, as the company anticipates that one in every three of its U.S. customers will buy an electric vehicle by 2025.



– Disclaimers –

The Intel® Shooting Star™ mini drone has not been authorized as required by the rules of the Federal Communications Commission. This device is not, and may not be, offered for sale or lease, or sold or leased, until authorization is obtained.

Intel and Intel Shooting Star are trademarks of Intel Corporation or its subsidiaries in the U.S. and/or other countries. For more information, see www.intel.com/lightshows.

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ABOUT AUDI OF AMERICA

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands, delivering about 1.878 million vehicles globally in 2017. In the U.S., Audi of America sold nearly 227,000 vehicles in 2017 and broke company sales records for the eighth straight year. Visit audiusa.com or media.audiusa.com for more information regarding Audi vehicles and business topics.

ABOUT AUDI AG

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.