



**Communications Model Lines, Innovation and Technology**

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## **Automotive Brand Contest: award for Audi Communications**

- **German Design Council honors concept for communicating digital technology**
- **Virtual exhibits based on actual design data**
- **Official award ceremony at the Paris Motor Show in early October**

**Ingolstadt, September 24, 2018 – Success in the Automotive Brand Contest: The German Design Council has honored Audi Product Communications for its high-quality and innovative visualization of technical processes and complex technologies. The premium brand was awarded the “Winner” prize in the category Digital at the renowned design competition for its “Virtual Exhibits” communication tool.**

“Audi also aspires to ‘Vorsprung durch Technik’ in communications,” said Udo Rügheimer, Head of Communications Model Lines, Innovation and Technology at Audi. “Advancements in digitalization open up entirely new possibilities for conveying technology with its concrete benefits as vividly as possible.”

Audi Product Communications has long used traditional exhibits to bring automotive technologies to life. The digitalization of exhibits is a logical consequence of the increasing digitalization in the vehicle and its ecosystem.

Audi Product Communications has developed virtual exhibits based on its own CAD design data from Technical Development. Room-filling holographic animations present technical details and functions in a didactically effective and memorable manner. The Audi Press Department is currently using Microsoft’s HoloLens data glasses for this “mixed reality.” The brand with the four rings is using these new opportunities primarily at press events where Audi experts demonstrate “Vorsprung durch Technik” in dialogue with the guests.

The use of virtual exhibits also offers advantages with respect to logistics, flexibility and presentation, plus they are easier to update.

## Audi MediaInfo

Based on actual design data, virtual exhibits not only give a true-to-life illustration of the functionality of the individual systems, but also provide the observer with a precise internal view of the technology. This helps the viewer to visualize the interaction between charging and thermal management in the Audi e-tron, for example, or to comprehend the potential of the mild-hybrid system in the Audi A6.

This innovative concept for communicating technology convinced the jury of the Automotive Brand Contest. Audi Communications was therefore awarded the “Winner” prize in the category Digital. The German Design Council honors outstanding product and communication design through the competition, and highlights the fundamental importance of brands and brand design in the automotive sector. The awards ceremony will take place on October 2 at the 2018 Paris Motor Show.

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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 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.