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**Audi close up**

## **Audi wins Red Dot Design Award and German Design Award for digital planning tool**

Ingolstadt, September 27, 2018 – The digital planning assistant (dpa) is a new application for mobile devices such as the iPad. In the future, it will ease the work of product and production planners at Audi. The prototype of this app has now won two prestigious design awards: the Red Dot Design Award in the Communication Design category and the German Design Award.

In the future, the digital planning assistant will offer all Audi production and factory planning employees a shared working platform. For the first time, the app allows access to a uniform database that is always up to date, thus ensuring networked collaboration across various sites and departments. The app automatically calculates and recommends the most economical planning variants and documents decisions transparently. Thanks to the dpa, Audi's planning will become more efficient and more effective in the future.

The prototype has been developed by an interdepartmental team over the past two years and Audi is already using it in part of the assembly planning for the A3 model in Ingolstadt. The jury members of the two renowned design awards were convinced above all by its intuitively designed user interface, which guides the user to the required information. The project team will receive the Red Dot Design Award in Berlin on October 26, 2018 and the German Design Award on February 8, 2019.

Since the beginning of the year, the project team has been working on a second version of the dpa with support from Audi IT experts. The common goal is to develop an application that is ready for series production and to deploy it throughout Audi in the future.

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