



Corporate Communications

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New Audi City Opens in Warsaw

- **Fifth Audi City location worldwide**
- **Combination of previous Audi City concepts and new digital modules**
- **Horst Hanschur, Head of Sales Strategy at AUDI AG: “Audi Cities are a next-generation sales format”**

Ingolstadt/Warsaw, October 9, 2018 – Audi is taking its showroom concept for premium car sales to the next level: The fifth Audi City worldwide is opening in the heart of the Polish capital. The brand with the four rings is presenting its entire product portfolio to visitors in virtual form and with personal consultation on an area of around 530 m². At the same time, the latest offering is profiting from the experiences of existing Audi Cities.

Audi Cities have been bringing innovative showrooms to top city-center locations in major international cities since 2012. They combine digital sales with the strengths of the stationary retail trade. This combination of a cyberstore and showroom already exists in Berlin, Istanbul, Moscow and Paris. “Audi is a pioneer in the digital sales experience. We have continuously developed the concept of the Audi City and made it even more appealing and efficient. We are now presenting the latest result in Warsaw,” said Horst Hanschur, Head of Sales Strategy at AUDI AG.

The two stories of Audi City Warsaw showcase the new interior concept: Here, all of the contents are presented even more compactly and flexibly. As a result, the cars on display come into focus more, while virtual reality also plays a key role. A digital configuration of a customer’s dream Audi, including all special equipment and customization options, can be created at various stations and viewed using VR headsets. Two fully digitalized modules, called Customer Private Lounges, provide the conditions for a personal consultation in a private setting. The latest development stage of the pioneering sales concept is also becoming far more efficient: Energy consumption as well as the costs for hardware and operation have fallen to a quarter.

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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.