



**Technology and Innovation Communications**

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## **Audi at the 2015 International Consumer Electronics Show**

- **Cutting-edge innovations by Audi at the world's largest electronics trade show**
- **Press conference on the Audi stand on January 6 with Prof. Dr. Ulrich Hackenberg, Board Member for Technical Development**
- **First public Tech Talk with Audi technology experts**

**Ingolstadt, December 2, 2014 – An abundance of new technologies and innovations awaits visitors from January 6 to 9, 2015 at the International Consumer Electronics Show (CES) in Las Vegas, Nevada (USA). This is already the fifth appearance by Audi at the CES, the world's largest and most important consumer electronics trade show. Along with the press conference, this year's event will also feature the first Audi Tech Talk with technology experts.**

At the press conference on January 6, 2015, Prof. Dr. Ulrich Hackenberg, Board Member for Technical Development, and Ricky Hudi, Head of Development Electrics/Electronics, will be presenting the latest trends and products in the areas of Audi connect, piloted driving, user controls and displays as well as infotainment and lighting technology. The press conference will be held at the Audi stand in the North Hall at 11:00 a.m. Innovative hardware and software solutions and two world premieres will give journalists a look into the automotive future.

The public Audi Tech Talk will begin at 12:30 p.m., also at the Convention Center. Technology experts will give the audience a more in-depth look at Audi Technical Development and will be available to answer specific individual questions.

The world's largest electronics trade show is highly significant for the automotive industry. Since Audi is a driving force in all fields related to networking and electronics, the premium brand has actively participated in CES with its own exhibition stand since 2011.

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\*The collective fuel consumption of all models named above and available on the German market can be found in the list provided at the end of this MediaInfo.