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Audi, Airbus and Italdesign test Flying Taxi Concept

- **Modular “Pop.Up Next” model flies and drives at Amsterdam Drone Week**
- **Board member for sourcing and IT, Dr. Bernd Martens: “Flying taxis are on the way”**
- **Audi and Airbus test on-demand service with helicopters in South America**

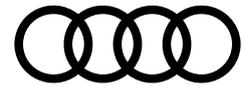
Ingolstadt/Amsterdam, November 27, 2018 – At Drone Week in Amsterdam Audi, Airbus and Italdesign are presenting for the first time a flying and driving prototype of “Pop.Up Next”. This innovative concept for a flying taxi combines a self-driving electric car with a passenger drone. In the first public test flight, the flight module accurately placed a passenger capsule on the ground module, which then drove from the test grounds autonomously. This is still a 1:4 scale model. But as soon as the coming decade, Audi customers could use a convenient and efficient flying taxi service in large cities – in multi-modal operation, in the air and on the road. Without changing vehicles, passengers will enjoy their leisure time, relax, or work.

“Flying taxis are on the way. We at Audi are convinced of that,” says Dr. Bernd Martens, Audi board member for sourcing and IT, and president of the Audi subsidiary Italdesign. “More and more people are moving to cities. And more and more people will be mobile thanks to automation. In future senior citizens, children, and people without a driver’s license will want to use convenient robot taxis. If we succeed in making a smart allocation of traffic between roads and airspace, people and cities can benefit in equal measure.”

To see what an on-demand service of this kind could be like, Audi is conducting tests in South America in cooperation with the Airbus subsidiary Voom. Customers book helicopter flights in Mexico City or Sao Paulo, while an Audi is at the ready for the journey to or from the landing site. “Services like this help us to understand our customers’ needs better. Because in the future, flying taxis will appeal to a wide range of city dwellers. With Pop.Up Next we are simultaneously exploring the boundaries of what is technically possible. The next step is for a full-size prototype to fly and drive,” said Dr. Martens.

Audi is also supporting the Urban Air Mobility flying taxi project in Ingolstadt. This initiative is preparing test operations for a flying taxi at Audi’s site, and is part of a joint project of the European Union in the framework of the marketplace for the European Innovation Partnership on Smart Cities and Communities. This project aims to convince the public of the benefits of the new technology and answer questions concerning battery technology, regulation, certification, and infrastructure.

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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.