



Audi Online Communications

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“What's up, Audi?” – new YouTube show with news, stories and talk

- Information on current topics all about the four rings – for journalists, influencers and fans
- Compact social media format every two weeks

Ingolstadt, November 29, 2018 – Audi Communications is further intensifying its dialog with journalists, influencers and fans of the brand on its “[Audi](#)” YouTube channel. Every two weeks, YouTube star [Misha Charoudin](#) and Connie Böhm from Audi Communications will present new models, current company topics and interesting guests on “What’s up, Audi?”

Test drives with the Audi e-tron prototype in the African desert. Model presentations from the Audi A1 to the R8. Information from Formula E and DTM. Looks behind the scenes in Development, Design and Production: “What’s up, Audi?” shows what's going on at the four rings.

“Journalists, influencers, fans of the brand – these days they all get their information online and from mobile sources. We are responding to this trend with ‘What’s up Audi?’ We also want to surprise some people with our hosts, studio and the way the topics are presented,” said Wolfgang Rother of Audi Communications.

For more information, visit:

Episode 1: <https://www.youtube.com/watch?v=EphbBsBosW0>

Episode 2: <https://www.youtube.com/watch?v=0r1jYsnQpZg>

Episode 3: <https://youtu.be/Ne5JMquPKqE>

Episode 4: <https://youtu.be/RkZ6P2aNvmk>

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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.