



Corporate Communications

Susanne Killian
Spokeswoman Sales and Marketing
Phone: +49 841 89-715569
E-mail: susanne.killian@audi.de
www.audi-mediacyenter.com

Audi close-up

**The Audi e-tron as the solution to the puzzle:
a new experience at Munich Airport**

Munich/Ingolstadt, December 14, 2018 – Excitement guaranteed: The new Audi e-tron is now at the heart of a specially developed strategy game at Munich Airport. Customers and other interested parties can playfully explore the first fully electric Audi and the topic of electric mobility in an “Escape Room.” The new event format will be hosted in the rooms of myAudi Sphere until mid-March.

Visitors must hunt for clues in various rooms and solve a series of tasks, some of them relating to the technology of the Audi e-tron. All of them center around a mysterious puzzle about an expert who was working on the model. The electric car with its optional virtual exterior mirrors is part of the adventure and an essential key in the final solution to the puzzle. In order to create a highly “electrifying” event for all the senses, the makers have enriched the game with futuristic sound effects and fascinating light simulations.

Time slots for the adventure at the myAudi Sphere can be booked online at <http://www.audietronroom.de/> as well as other digital Audi channels, for instance www.audi.com/e-tron-room.

In parallel, the Central Audi e-tron Launch Training for the worldwide sales organization takes place at the Audi Training Center located at Munich Airport. More than 9,500 from all over the world experience the Audi e-tron in static and dynamic modules and get to know the technology and the entire ecosystem of the vehicle in detail. The participants will experience the driving characteristics of the fully electric car in an especially for the vehicle designed indoor off-road course.

– End –