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Dialog with researchers into the future at Audi about digitization, dilemmas and diversity

- Meeting with academic thought leaders at “Science in Dialog”
- Twelve exciting theme evenings at the Audi sites in Ingolstadt and Neckarsulm
- Audi Board of Management Member for Human Resources Wendelin Göbel: “We are inviting interested people from the region to be surprised and inspired”

Ingolstadt/Neckarsulm, January 25, 2019 – Audi is to launch a new annual series of public lectures under the heading “Science in Dialogue” on Tuesday, January 29. A total of twelve theme evenings will focus on the most diverse facets of rapid global change. International scientists will provide insights into their research, highlighting both social and technological aspects. Admission is free of charge.

“Science in Dialog” is an event format which, in addition to informative lectures, aims to foster a personal dialog between participants and speakers. The program for the year 2019 offers a wide range of topics, including controversial ones such as questions of ethical responsibility associated with the use of artificial intelligence. Interested persons can also learn more about the city of the future, alternative drive systems and the potential of blockchain technologies. The drivers of digitalization and its impact on our everyday lives will also be examined. The scientists will also share their thoughts and theses on international environmental policy, diversity management and the mindfulness trend. Altogether, academics from eleven European universities will be guests at Audi.

“Transformation has many different facets and presents us all with major challenges,” said Wendelin Göbel, Member of the Board of Management for Human Resources and Organization at AUDI AG. “This is why the diversity of topics at ‘Science in Dialog’ is greater than ever. Together with people from the region, we look forward to insights that surprise and inspire, as well as to discussions that enrich us and remain in our memories.”

Audi established the “Science in Dialog” series two years ago as the successor to the “Audi Colloquium.” The company will soon reach the 30,000 visitor mark for the scientific events it has been offering since 2004. The new annual program is now available in digital form at <https://www.audi.com/en/company/research/research-partnerships/lecture-series.html>



Note:

The lectures will start at 5 pm at the Audi Conference Center on Ettinger Strasse in Ingolstadt and at the Audi Forum in Neckarsulm. Participation is free of charge. Please register per E-mail at wissenschaftskooperationen@audi.de.

Note to the editors:

We request publication of the dates and look forward to reporting about the program.

Press contacts:

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Neckarsulm: Claudia Maria Rülke, phone 07132 31 79546

The following lectures will be held at the Audi Conference Center in Ingolstadt:

January 29, 2019

The Art and Science of Mindfulness in Business: Productivity, Teamwork and Creativity

Prof. Dr. Shashi Matta

Catholic University of Eichstätt-Ingolstadt

February 19, 2019

Blockchain Technology: Basics, Application Examples and Recommendations for Use

Prof. Wolfgang Prinz, PhD

RWTH Aachen University

March 19, 2019

May Machines Kill? The Dilemma with Automated Driving

Prof. Dr. Dr. Eric Hilgendorf

Julius Maximilian University of Würzburg

April 9, 2019

Turbulent Times: Is Politics Becoming Unpredictable?

Prof. Dr. Klaus H. Goetz

Ludwig Maximilian University of Munich

May 7, 2019

Privacy in a Digitalized World?

Prof. Jens Grossklags, PhD

Technical University of Munich

July 16, 2019

Contracting 4.0: How Supplier Relationships Are Changing as a Result of Digitization

Prof. Dr. Michael Eßig

Bundeswehr University of Munich



October 15, 2019

The Digital Transformation: Who is Actually Doing It?

Prof. Dr. Sabine Pfeiffer

Friedrich Alexander University of Erlangen-Nürnberg

December 10, 2019

Diversity as a Treasure Chest: New Challenges and Opportunities for Executives

Prof. Dr. Gudrun Sander

University of St. Gallen

The following lectures will be held at the Audi Forum in Neckarsulm:

February 28, 2019

Drive+: The Diversity of the Mobile Future

Prof. Dr. Stefanie Bremer

University of Kassel

June 6, 2019

Fast, Easy and Free: Digital Quality from the Customer's Perspective

Prof. Dr. Matthias Gouthier

University of Koblenz-Landau

September 19, 2019

How Do Clean Drive Systems and Renewable Power Generation Fit Together?

Prof. Dr. Detlef Stolten

RWTH Aachen University

November 19, 2019

Climate Protection and the Paris Agreement: A Global Comparison

Prof. Dr. Miranda Schreurs

Technical University of Munich

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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 18 locations in 13 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 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 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.
