



Communications Model Lines, Innovation and Technology

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From driving experience to experience the drive: Audi at the 2019 CES

- **Audi is bringing the thrill of a theme park into the car with “Audi Immersive In-Car Entertainment”**
- **“Audi Experience Ride”: technology combines VR content with vehicle movements in real time**
- **Functions on demand: a new form of vehicle customization after buying the car**

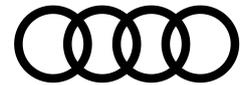
Ingolstadt/Las Vegas, January 8, 2019 – Audi will be presenting some of its strongest ideas for the future at the Consumer Electronics Show (CES) in Las Vegas this year. The spotlight will be on two technologies for the in-car entertainment of the future.

The Audi e-tron (combined electric power consumption in kWh/100 km (62.1 mi)*: 26.2 – 22.6 (WLTP); 24.6 - 23.7 (NEFZ); combined CO₂ emissions in g/km (g/mi): 0) features innovative online and charging services as well as the possibility to book functions on demand. It thereby demonstrates once again that premium mobility at Audi is not only sustainable, but also individual and easy.

Audi is breaking new ground—the brand with the four rings is developing innovative concepts for individual mobility and connecting these concepts with the digital world. The future self-driving Audi models will be on-demand entertainment spaces that will grant their occupants a “25th Hour” in the day. The Audi Aicon, a “2+2” seater with fully electric drive, is one example of this. Due to the fact that they are even more connected, such cars will offer their users completely new ways to spend their time, for example with the next generation of in-car entertainment. At the CES, Audi will demonstrate how the journey from A to B can turn into an experience for all the senses.

In the “Audi Experience Ride,” Audi has transformed the car into a mobile amusement park. Backseat passengers will be able to experience movies, video games, and interactive content even more realistically in the future using virtual reality glasses. The premium brand is presenting a technology that adapts virtual content to the movement of the vehicle in real time. In order to establish this new form of entertainment on the market as quickly and comprehensively as possible, a subsidiary of Audi, Audi Electronics Venture GmbH, has co-founded a startup named holotide GmbH, in which it holds a minority interest.

* Figures depending on the chosen equipment level



The “Audi Immersive In-Car Entertainment” project provides plenty of action while the vehicle is stationary. The technology takes up the action in movie scenes and translates it into real vehicle movements. The result is a special kind of cinema—the blockbuster literally moves its audience and can be enjoyed with all of the senses. Viewers can also get an idea of how the car of the future will become more than “just” a car.

The Audi e-tron integrates seamlessly into the customers’ digital environment, making everyday mobility even simpler and more convenient. The brand’s first fully electric series production model can be equipped with Amazon’s voice service Alexa upon request. Functions on demand is a further highlight. For the first time ever, Audi is offering its customers the possibility to book functions on demand, even after purchasing the vehicle. This opens up a completely new form of individualization. Functions can be booked with differing terms—it’s as simple as with well-known online shops. Features such as the e-tron route planner or the e-tron charging service make charging on the road with direct and alternating currents simple and convenient. Many online services from the Audi connect portfolio are bundled in the free myAudi app, which connects the customer’s smartphone to the vehicle. The virtual exterior mirrors on the Audi e-tron offer customers an entirely new technological experience; they transport design and functionality into the electronic age.

Audi will use a 1:3 model to illustrate how the interaction between a self-driving car and pedestrians in cities could take place in the medium term. The lighting technologies from Audi combine visual fascination and pure high-tech.

Additional information is available at the Audi Mediacenter:

www.audi-mediacyenter.com/de/pressemappen/consumer-electronics-show-2019-10879

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Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the “Guideline on the fuel economy, CO₂ emissions and power consumption of all new passenger car models offered for sale on the German Market”, which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Helmut-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).

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