



**Product and Technology Communications**

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## **Audi show car for Los Angeles – beginning of a new era of design**

- **Prof. Dr. Ulrich Hackenberg and Head of Design Marc Lichte present revolutionary concept car**
- **New design idiom embodies the progressive values of Audi**
- **Concept car opens new perspectives in automotive design**

**Ingolstadt, October 15, 2014 – Audi, the leading brand in automotive design, is launching into a new era of design. At the Los Angeles Auto Show, which begins on November 19, the brand with the four rings is presenting the first show car that bears the signature of the new Head of Design Marc Lichte.**

For 45 year old Lichte, who was appointed Head of Audi Design in February 2014, the core competences of the brand – sportiness, lightweight design and quattro drive – all have a high level of importance. In a highly emotional and new design idiom, Marc Lichte communicates the technical competence and uncompromising product quality of the Audi brand – vehicle design is becoming an even stronger expression of progressive technology.

The concept car at the Los Angeles Auto Show marks a new beginning in Audi Design – both exterior and interior.

Marc Lichte was born on August 9, 1969 in Arnsberg in the Sauerland region of Germany. He began his professional career at Volkswagen AG in 1996 while still a student at Pforzheim University studying transportation design.

After joining the company, he worked as an exterior designer before being appointed Head of the Exterior Design Studio in 2006. At Volkswagen, Marc Lichte worked on production models that included the Golf 5, 6 and 7, the Passat 6, 7 and 8, the Touareg and the Phaeton.

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