



Corporate Communications

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Audi close-up

Girls for Technology Camp 2019: girl power at Audi in Ingolstadt

Ingolstadt, August 30, 2019 – Experiencing the world of technology at Audi: 14 schoolgirls from all over Bavaria took advantage of their chance to do just that at this year’s “Girls for Technology Camp” at Audi in Ingolstadt. The participants, ages 12 to 14, were able to take on the role of apprentices at the premium car brand during the summer school break.

What does this type of technical career look like? For one week, the girls were able to investigate precisely that question at Audi and produce work pieces themselves during various projects. The participants built a model of an original Audi quattro with LED lights, among other things. They also got a look at the various technical careers at Audi and were able to talk about vocational training at Audi with apprentices and trainers from the areas of body and vehicle construction, production mechanics and mechatronics. “During the ‘Girls for Technology Camp,’ participants got to experience fascinating technical careers for themselves. We show them how multifaceted these professions really are,” explained Dieter Omert, Head of Vocational Training and Technical Competence Development at Audi. “And we encourage them to actually choose a technical career because this increases their options enormously.”

During a closing ceremony at the end of the five-day camp, the students presented their project work and reported on their experiences in front of their parents, teachers, company representatives and the facilitators of the project.

The “Technology – The Future in Bavaria 4.0.” educational initiative launched the “Girls for Technology Camp” in 2002. Audi has been involved since the start and invited participants for the 17th time this year so that girls can experience the fascination of technical professions for themselves. The project is supported by the Educational Association of the Bavarian Economy (*Bildungswerk der Bayerischen Wirtschaft (bbw) e. V.*).

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