



**Corporate Communications**

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## **Audi promotes dialogue on dementia**

- **Series of events on dementia from September 17 to 19**
- **Lecture and dementia journey for Audi employees and visitors**

**Ingolstadt, September 13, 2019 – Audi is inviting its employees and the general public to a series of events about dementia from September 17 to 19. The program at the Ingolstadt site was developed in cooperation with Audi BKK and famPLUS GmbH and is tailored to family members of people dealing with dementia as well as interested members of the public.**

“Without mind” – that’s the literal translation of the Latin term “dementia”. Around 1.7 million people in Germany are affected by dementia and more than 300,000 new cases are diagnosed every year. Many people who work are also caring for a relative in addition to their jobs. These people often feel abandoned and overwhelmed by the challenges. Open interaction with employees who provide care for relatives depending on such care is becoming increasingly important.

Audi is taking up the issue of dementia to mark World Alzheimer’s Day on September 21 as well as the first Bavarian Dementia Week of the Bavarian State Ministry of Health and Care (September 13 to 22). “Our aim is to initiate an open dialogue on dementia and caring for relatives, and to lower barriers,” said Ute Röding, Head of Corporate Citizenship at AUDI AG.

### **Dementia journey**

A dementia journey lets visitors experience how it feels to no longer be in control of oneself. In various exercises, visitors can put themselves into the situation of a dementia patient. People who are not affected can also better understand what it means to care for a relative. The journey will be open to the public on September 17 and 18 in the Audi “Markt und Kunde” (Market and Customer) building at the Audi Forum, and on September 19 in the co:Lab by District Five.

### **Invitation to the lecture “Der vertraute Fremde” (The familiar stranger)**

The altered personality of a dementia sufferer often leads to uncertainty in their personal environment. The lives of their relatives is defined by the dementia. The lecture “The familiar stranger: dementia patients in the family” by theologian and psycho-gerontologist Sabine Tschainer from “Institut aufschwungalt” offers guidance: She wants to provide background information to those who are affected as well as their relatives, and to identify coping



strategies. Following this, the Alzheimer Association of Ingolstadt will present programs in the region. The lecture will take place on September 17 at 5:30 p.m. in the Audi building “Markt und Kunde” (Market and customer) at the Audi Forum. Registration is open to all at <https://www.famplus.de/vortragkunde/1565328771/524179>

### **Caregiving dialogue for Audi employees**

Audi supports employees who are caring for relatives with dementia. During the caregiving dialogue, following a short keynote speech, Audi employees can discuss caregiving with experts and with colleagues who are also affected. Consultants are available to answer personal questions from the participants. In addition, the company, together with Audi BKK, regularly offers its employees unbiased advice on caregiving, in cooperation with famPLUS.

#### Overview of the dates:

#### Dementia journey

September 17 to 19, 2019, 10 a.m. to 4 p.m.

#### **Location:**

September 17 & 18: Audi “Markt und Kunde” (Audi Forum), Ettinger Straße, Audi Room  
September 19: co:Lab by District Five, Hindemithstr. 70, Ingolstadt, Poolhaus

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#### **Lecture: “Der vertraute Fremde - Demenzerkrankte in der Familie”**

September 17, 2019; 5:30 p.m.

Register at <https://www.famplus.de/vortragkunde/1565328771/524179>

**Location:** Audi “Markt und Kunde” (Audi Forum), Ettinger Straße, Room “Auto Union”

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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 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 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.

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