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## **Experiencing the history of the Salzburg Festival with Audi**

- **Virtual reality trip in the Audi e-tron to milestones of the 100-year festival history**
- **Linking virtual content to vehicle motion creates an immersive experience**
- **Journey through Salzburg demonstrates the potential of the connected car as an entertainment platform**

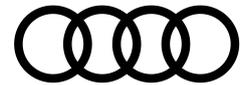
**Ingolstadt/Salzburg, November 13, 2019 – For the 100th anniversary of the Salzburg Festival in 2020 – and for its 25th anniversary as main sponsor – Audi is inviting festival audiences to take an eventful trip through the story of the festival: on the back seat of an Audi e-tron (combined electrical consumption in kWh/100 km\*: 26.4 -22.9 (WLTP); 24.6 - 23.7 (NEDC), combined CO<sub>2</sub> emissions in g/km: 0 (0 g/ mi)), passengers drive to several places that have played a significant part in the history of the festival. The journey uses a technology developed by Audi to transport visitors into three-dimensional worlds by means of a virtual-reality headset and to integrate the motion of the vehicle into the experience in real time. During the festival, Audi will offer about 1,000 experience rides.**

At the 2020 Salzburg Festival Audi connects tradition with innovation. Passengers in an Audi e-tron will experience historical scenes from the festival by means of a VR headset. Musical milestones of different eras are the focus of the VR trip through Salzburg. In real time, the immersive technology combines the displayed content with relevant data from the car such as acceleration and steering, as well as navigation data on the journey route and duration. In this way, besides addressing the visual and acoustic senses, the experience also integrates natural g-forces.

The innovative VR technology behind it was initiated by Audi and further developed through the tech entertainment start-up holoride. It enables a new type of entertainment format during the journey and moreover provides new opportunities for learning and working while on the road. The motion-synchronized trip through virtual worlds also reduces the motion sickness that often occurs during conventional consumption of visual media. The aim of holoride is to establish this technology in partnership with companies from the automotive and media industries as a new, forward-looking entertainment format. Audi is a co-founder of holoride and has a minority holding in this start-up through its subsidiary Audi Electronics Venture GmbH.

Creativity and competitive edge are what drives both the Salzburg Festival and Audi. This sustained and lively partnership has existed for almost 25 years. As main sponsor, the company supports the festival's work in staging world-class artistic performances. The annual guest appearance of the Salzburg Festival in Ingolstadt is a highlight of the partnership.

\* Information on fuel/electric power consumption and CO<sub>2</sub> emission figures given in ranges depend on the equipment selected for the vehicle



For further information on registering and on the operation of the VR experience in Salzburg, please refer to [www.audi-salzbürgerfestspiele.de/VR-experience](http://www.audi-salzbürgerfestspiele.de/VR-experience).

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The specified fuel consumption and emission data have been determined according to the measurement procedures prescribed by law. Since September 1, 2017, certain new vehicles are already being type approved according to the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO<sub>2</sub> emissions. Starting on September 1, 2018, the New European Driving Cycle (NEDC) will be replaced by the WLTP in stages. Owing to the more realistic test conditions, the fuel consumption and CO<sub>2</sub> emissions measured according to the WLTP will, in many cases, be higher than those measured according to the NEDC. For further information on the differences between the WLTP and NEDC, please visit [www.audi.de/wltp](http://www.audi.de/wltp).

We are currently still required by law to state the NEDC figures. In the case of new vehicles which have been type-approved according to the WLTP, the NEDC figures are derived from the WLTP data. It is possible to specify the WLTP figures voluntarily in addition until such time as this is required by law. In cases where the NEDC figures are specified as value ranges, these do not refer to a particular individual vehicle and do not constitute part of the sales offering. They are intended exclusively as a means of comparison between different vehicle types. Additional equipment and accessories (e.g. add-on parts, different tire formats, etc.) may change the relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO<sub>2</sub> emissions and the performance figures for the vehicle.

Further information on official fuel consumption figures and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the “Guide on the fuel economy, CO<sub>2</sub> emissions and power consumption of all new passenger car models,” which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern, Germany, or under [www.dat.de](http://www.dat.de).

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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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