



**Trends Communication**

Tilman Schneider

Tel.: +49 841 89-92752

E-mail: [tilman.schneider@audi.de](mailto:tilman.schneider@audi.de)

[www.audi-mediacyenter.com](http://www.audi-mediacyenter.com)

## **Audi's sustainable commitment to the Werksviertel quarter in Munich**

- Audi will promote electromobility and innovation in the east of Munich
- Horst Hanschur, head of Sales Strategy at Audi: "The Werksviertel is a diverse, modern, inspiring and sustainable urban quarter. This is how we envision the city of the future."
- "Audi on demand" mobility service starts up with electrified models

**Ingolstadt/Munich, 26. November 2019 – Audi will be the mobility partner of the Werksviertel quarter in Munich and develop innovative concepts for the brand. On the site where the dumpling factories of the Pfanni brand once stood, a modern city quarter is arising. All of its "settlers" – as the residents and companies based there call themselves – share the wish for a sustainable lifestyle. Audi's commitment is also made in this spirit: the "Audi on demand" mobility service is starting up with electrified models. And the pop-up store that opened yesterday at the heart of the Werksviertel will be a showcase for e-mobility in the company. On top of this, Audi experts for design, e-commerce and mobility services will move into the new building named WERK 12.**

"The Werksviertel is a diverse, modern and inspiring urban quarter – but above all, it is sustainable. This is how we envision the city of the future. Young urban residents with completely normal everyday mobility requirements are here, and equally B2B customers who are mobile for business reasons. Furthermore, the people of Munich and tourists use the attractive leisure facilities in this new city quarter. In this vibrant creative environment, we will develop innovative concepts for the brand with the start-ups and the settlers," says Horst Hanschur, head of Sales Strategy and Business Development at Audi. "Here we will consistently make use of electromobility. In this way, many customers will gain their first experience of an electric car through the 'Audi on demand' service."

"Audi on demand" is the overarching brand for all mobility services in the company. In the future it will offer short-term hire, subscription models and long-term use of vehicles. "In the Werksviertel we have an ideal environment for our 'Audi on demand' mobility service," says Bettina Bernhardt, managing director of Audi Business Innovation GmbH. "In collaboration with the other settlers, we are developing an integrated, user-centered mobility service that will be continually extended and will be oriented to the needs of the people on the site."

With the "Audi on demand" premium service, the settlers have access to various models from the Audi fleet, including the Audi e-tron\* and Audi Q5 TFSI e\*. The cars can be booked via the



“Audi on demand” website or directly in the pop-up store. The pick-up and return will also be handled at the store. Its shop space with a modern design will also serve as an event venue and a showcase for electromobility in the Volkswagen group. Visitors can learn about sustainable powering concepts and charging technologies, and see electric cars by Audi and other brands in the Volkswagen group.

The new urban quarter near Munich’s Ostbahnhof train station was once the location for factories making dumplings of the Pfanni brand. Today, creative start-ups and established companies are taking up residence in and around the converted factory halls. Apartments, spaces for art and concerts, workshops, restaurants, retail stores, hotels, leisure facilities, and offices are being created.

In a co-working space in WERK 12 – a spectacular new office building designed by the MVRDV architecture practice from Rotterdam – will accommodate about 35 Audi employees engaged in design, new concepts for e-commerce, and integrated mobility concepts. In collaboration with the settlers and start-ups on the site, the team will develop new products and services for modern urban customers.

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**\*Fuel consumption of the models named above:**

**Audi e-tron:**

Combined electric power consumption in kWh/100 km: 26.4 - 22.9 (WLTP); 24.6 - 23.7 (NEFZ); CO<sub>2</sub> emissions combined in g/km (g/mi): 0

**Audi Q5 TFSI e:**

Electric power consumption, combined, in kWh/100 km (62.1 mi) 19,1-17,5; fuel consumption, combined, in l/100 km 2,4-2,0; combined CO<sub>2</sub> emissions: 53 – 46 g/km

*\*Fuel consumption and CO<sub>2</sub> emissions figures given in ranges depend on the tires/wheels used and chosen equipment level. 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-Scharnhausen, Germany ([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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