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## **Where Innovation happens: Experts discuss ideas for future mobility at the MQ! Innovation Summit in Beijing**

- **MQ! Innovation Summit for the first time in China**
- **Gaby-Luise Wüst, President of Audi China: “The future is being made in China”**
- **Innovative ideas and future mobility solutions elaborated in 13 workspaces**

**Ingolstadt/Beijing, December 5, 2019** – Under the motto #neverstopquestioning, Audi has gathered pioneers, visionaries and technical experts from all over the world in Beijing for the third MQ! Innovation Summit. The core question remains: Is there a mobility quotient (MQ), similar to an IQ? In what way could the MQ be measured? How will sustainable mobility be defined in the future? And how might we decode the Chinese customers’ needs for electric mobility? These are only some of the questions that 600 participants, external keynote speakers and internal experts discussed during the last two days.

“The future is being made in China, which is why we have brought the MQ! to Beijing,” says **Gaby-Luise Wüst, President of Audi China**. Audi and China share the same spirit of curiosity. This passion for constant learning generates the energy that drives innovation and transformation.”

External keynote speakers gave significant impulses for an intense discussion related to different aspects of a sustainable society. Rethinking our relationship to mobility was at the forefront of everyone’s minds:

**Dr. Kai-Fu Lee, Chairman & CEO of Sinovation Ventures**, explored the different dimensions of artificial intelligence. Concerning the future of mobility, he stated: “The three big changes in the future for cars will be: ride sharing, electrical vehicles and autonomous driving. With autonomous driving we will save up to nine percent of total human time on earth.”

**Peggy Liu**, Founder and Chairperson of JUCCEE (Joint US-China Collaboration on Clean Energy), talked about sustainable mobility in Chinese cities. “Over 30 cities in China will be completely electrified in public transport by 2020.”



**Caritta Seppä**, COO and co-founder of Tespack, a startup that provides mobile energy solutions: “We are cooperating also with the Audi Environmental Foundation. Together we are bringing energy to remote regions and we are empowering rescue workers and people working in further regions in a more sustainable way.”

The material of all keynotes, panel discussions and workspaces is available at [www.the-mobility-quotient.com](http://www.the-mobility-quotient.com) and also on Facebook at “The Mobility Quotient.”

Audi established the MQ! Innovation Summit three years ago in order to discuss the mobility quotient (MQ) as a measure of the mobility of a person or organization with experts from the fields of business and science. #neverstopquestioning has been the guiding principle ever since the first MQ! Summit in 2017. This year, for the first time, MQ! was held in China, at the Phoenix International Media Center in Beijing.

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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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