



Product and Technology Communications

Stefan Grillneder

Phone: +49 841 89-41449

Email: stefan.grillneder@audi.de

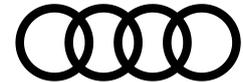
www.audi-mediacyenter.com

January 2020

PRESS INFORMATION

Audi at CES Las Vegas 2020

Customer in the Spotlight: Mobility Goes Smart and Individual	2
▶ The most personal connection between the car and its user – the Audi AI:ME at CES 2020	2
▶ Operating concept: eye tracking and remote touch	3
▶ Radically new line: exterior design and interior concept	4
▶ The pulse of autonomous driving: Audi surveys 21,000 people	4
Flexibility upon Request: New Display Technologies	5
▶ Display on demand – transparent: transparent display with real black	5
▶ Spatial vision: the Audi 3D mixed reality head-up display	6
Audi Intelligence Experience: The Empathetic Car	7
▶ The concept: the car as an attentive companion	7
The Future of the Automobile Is Fully Electric and Intelligently Connected	8
▶ The Audi Q4 e-tron concept and Audi e-tron Sportback show cars	8
▶ Smart charging: even more intelligent charging	9
▶ Faster & more intelligent: the 3 rd generation modular infotainment platform	10
▶ Spherical sound field: real 3D sound	11
Dynamic, Safe, Intelligent: The Light of the Future	12
▶ Human-centric lighting: wellbeing thanks to targeted light colors	12
▶ Digital matrix LED light: technology from the video projector	12
▶ Design on demand: the dynamic taillight	13
Fuel Consumption of the Models Listed	14



[Audi at CES 2020](#)

Customer in the Spotlight: Mobility Goes Smart and Individual

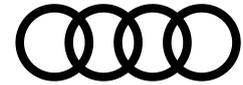
From futuristic vision vehicles to technologies ready for series production: At the 2020 Consumer Electronics Show (CES), Audi will offer a look at tomorrow's mobility – and is already integrating future technology into its current products. CES is the world's most important specialized fair for consumer electronics and will take place from January 7 to 10, 2020, in Las Vegas. Audi will be presenting the Audi AI:ME as a personal mobility partner, the empathetic Audi Intelligence Experience technology, and the innovative 3D mixed reality head-up display, for example.

The most personal connection between the car and its user – the Audi AI:ME at CES 2020

Get in and get away from the stress of the urban jungle: The Audi AI:ME is an autonomous, fully connected wellbeing lounge for the mega-cities of tomorrow. The concept car allows its passengers to use their time on board as they please and provides a varied offering of communication, entertainment, or simply relaxation. Audi will be presenting new content and functions from this area at the Consumer Electronics Show (CES) in Las Vegas. In doing so, the brand will show once again how customers will be able to use their time in an autonomously driving vehicle in the future and how the car can act as a personal mobility partner.

The Audi AI:ME is part of the family of concept cars that was launched in 2017. Each of the four vision vehicles with electric drive is tailored specially to its clearly defined area of use: The Audi AI:CON for long-distance driving, the AI:RACE for the race track, and the AI:TRAIL for all-terrain driving.

The name AI:ME already hints at its purpose: The user is connected with the Audi Intelligence. The many new systems that lie behind this abbreviation combine two different things: The vehicle's intelligence that enables automated driving and the interaction intelligence that turns the vehicle into a partner for its passengers. The systems "think" for themselves and are able to learn as well as be proactive and individual. In doing so, they enable the car to interact with its passengers with intelligence and empathy. For example, the Audi AI:ME identifies the passengers' preferences in terms of climate control and interior lighting, and also offers suggestions for ideal route guidance.

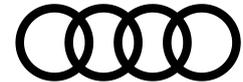


Operating concept: eye tracking and remote touch

The AI:ME is a comfortable and empathetic “third living space” alongside our homes and workplaces. The AI:ME gives the passengers time, as the vehicle drives autonomously and without a driver. Occupants can use their freed up time for online shopping or organizing their leisure time, for example. Since the concept car knows the desires and needs of its passengers, it can proactively suggest ordering food from their favorite restaurant, for example. The user can then select and order the meal they want via eye tracking in the “wellbeing” menu. The AI:ME knows the address of the destination and the arrival time and coordinates the delivery independently. Audi will be demonstrating this concept as part of an automated drive at CES 2020.

Just switch off and leave the hustle and bustle of everyday life behind – the AI:ME makes it possible. It has two pairs of VR goggles on board that passengers can use in the showcase to virtually glide through a harmonious mountain landscape. The technology is immersive, i.e. the user delves further into the world of VR. In the showcase, the virtual content, which depicts a real environment, is adapted to the movements of the vehicle in real time. The immersive VR technology quickly combines the content displayed with relevant data points of the car, such as acceleration and steering. The passengers feel like they are right in the middle of the action, which allows them to get away from the stress around them even better. This makes the ride in the AI:ME a very special experience, comparable to a visit to a wellness lounge. The passengers and visitors at the trade fair will also see views of Las Vegas on the OLED monitor, interspersed with customized information such as recommendations for hotels or restaurants.

The operation of the car and all communications and interaction systems is done via either voice input or eye tracking. The main purpose of the three-dimensional OLED monitor, which is located under the windshield and makes use of the entire width of the cockpit, is to enable the dialog with eye tracking. Certain function menus can be selected by looking at them and then enable further, differentiated operating levels. Two small infrared cameras, one for the driver and one for the front passenger, observe the movements of the muscles below the eyes to determine the exact line of vision. The passengers confirm their entries via touch-sensitive fields in the door rail (“remote touch”).



Radically new line: exterior design and interior concept

The innovative character of the Audi AI:ME can already be seen from afar. Its wedge-shaped exterior design with the striking horizontal angles in the side windows is reminiscent of the Audi AI:CON concept car from 2017. Solutions like the brand's typical Singleframe grille and the strongly protruding wheel arches give the car a striking appearance, which is emphasized by the 23-inch wheels. The AI:ME communicates not only with its passengers but also with other traffic users: To do this, the concept of the show car provides LED units and micro matrix projectors that output warning and information symbols.

With a length of 4.30 meters and a width of 1.90 meters, the Audi AI:ME has an extremely compact appearance. However, its wheelbase of 2.77 meters and the height of 1.52 meters allow for an ambiance that is as spacious as it is comfortable. On most journeys, only the individual front seats, which are inspired by classic lounge chairs, are used. If necessary, there is room for two more passengers on the rear bench, which has backrests that extend toward the front in a U-shape.

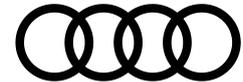
As regards the interior materials, surfaces and structures from the living space dominate, and filigree wooden braces in the headlining are reminiscent of a pergola. Whenever operating elements like instruments, the steering wheel, and pedals are not needed during autonomous driving (level 4), they retract on their own.

You can find more information on the Audi AI:ME at: <https://www.audi-mediacycenter.com/en/press-releases/mobility-for-megacities-audi-aime-11484>

The pulse of autonomous driving: Audi surveys 21,000 people

Automated driving as offered by the Audi AI:ME illustrates Audi's vision with regard to the mobility of the future. But what do people think about this technology? What are their attitudes, hopes, and reservations? The representative online study entitled "The Pulse of Autonomous Driving" provides answers.

21,000 people were asked about their attitude toward autonomous driving for the "&Audi" initiative. The participants came from nine countries on three different continents: Europe, Asia, and America. The results reveal a differentiated picture: The participants from all the countries are very interested in (82 percent) and very curious about (62 percent) autonomous driving. The participants see potential for the individual and society in the new technology – from easier access to mobility (76 percent) and greater comfort (72 percent) all the way to greater safety (59 percent). More than half of the participants would like to try out autonomous driving. At the same time, they also have some concerns, the main one being loss of control (70 percent) and possible residual risks (66 percent). 41 percent are wary of the new technology, and slightly more than a third are anxious. Overall, most participants had little knowledge of autonomous driving. Only eight percent stated that they were able to explain the topic.



The “&Audi” initiative aims to contribute to ensuring that autonomous driving is introduced. For further information, please visit: <https://www.audi-mediacyenter.com/en/publications/more/the-pulse-of-autonomous-driving-short-version-843>

Flexibility upon Request: New Display Technologies

Two displays, one goal – to follow the user’s needs and requests consistently. Audi is working on new display concepts with intelligent technologies that allow them to display a plethora of content. At CES 2020, the company will present the “Display on demand – transparent” and the “Audi 3D mixed reality head-up display.” With these, Audi is creating innovative solutions in the area of operation and display, one of the most important fields in automotive development.

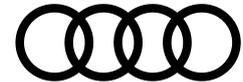
Display on demand – transparent: transparent display with real black

This technology features a transparent display that extends along the entire width of the exhibit and is partially embedded in the instrument panel. The display is 15 cm tall and 122 cm wide. When watching a movie, for example, the display can be extended upward by up to 25.5 centimeters, allowing passengers to enjoy their movie in 16:9 format / on a 21-inch screen.

This use case will be demonstrated at CES 2020 with the action-packed video clip entitled “Lunch Break” from the latest 20th Century Fox blockbuster “Spies in Disguise.” The movie features the Audi RSQ e-tron, the first concept car created exclusively for an animated movie by the brand with the four rings. It is characterized by an intelligent autopilot and a visionary design language. It also features electric drive and futuristic highlights such as a holographic speedometer.

Further information on the Audi RSQ e-tron in “Spies in Disguise” can be found here: <https://www.audi-mediacyenter.com/en/press-releases/audi-designs-first-virtual-concept-car-for-hollywood-movie-spies-in-disguise-12189>

The transparency and flexibility of the on-demand screen contribute to the feeling of spaciousness. The graphical user interface displays only information that the customer currently needs. This can be information relating to navigation but also communication and infotainment content. This information is displayed on display segments that are partially transparent or shaded in black, which increases the contrast of the display considerably. The disadvantage of current transparent displays in consumer electronics is that they cannot display deep black. To solve this problem Audi has integrated two layers in its display of the future. The first layer is a transparent OLED display and the second layer includes an additional black layer. This layer creates a particularly deep black.



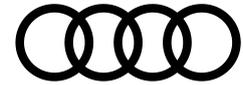
Sections of the display that are not needed for displaying such information remain completely transparent, providing an unobstructed view of the road. The experience feels more real and pleasant for the body, which helps to reduce motion sickness. The display is operated via a touch pad, which is also transparent and located in the center console.

Spacial vision: the Audi 3D mixed reality head-up display

Head-up displays project information that is relevant to the driver as easy-to-understand symbols and digits into the driver's direct field of vision. This allows the eyes to take in the information very quickly, which contributes significantly to increasing the level of safety. Together with electronics group Samsung, Audi is working on a future generation that will be presented at CES 2020: the Audi 3D mixed reality head-up display.

Similarly to current head-up displays, the new technology is installed in the instrument panel. The images are projected onto the windshield via lenses and mirrors. Just like a 3D television, the display generates two images of each picture: One pixel on the screen is intended for the left eye, and the neighboring one for the right eye. The 3D head-up technology uses an eye-tracking camera to detect the position of the eyes and then guides the pixels in different directions, so that they reach the corresponding eye accurately.

To the driver, the images that the Audi 3D mixed reality head-up display shows appear to be floating at a distance of around 8 to 10 meters. Thanks to a special form of display, this apparent distance even increases to more than 70 meters. The great advantage of this is that the eyes, accustomed to a long-range view, do not have to refocus. Moreover, the 3D technology can mark real objects directly in the picture and generate a realistic impression of spacial depth. A navigation arrow that points exactly into the side road where the destination is located is one example of this.



Audi Intelligence Experience: The Empathetic Car

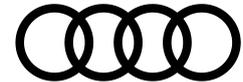
With the Audi Intelligence Experience project (AIE), Audi is providing an outlook on how its customers will experience and interact with the automobile in the future. AIE increases the passengers' levels of wellbeing, safety, and comfort through intelligent functions and the use of artificial intelligence. In order to do this, the car familiarizes itself with its users and their habits and tailors its comfort and infotainment systems to suit their preferences. The Audi is thus a car that thinks for itself and an empathetic companion for everyday mobility.

The concept: the car as an attentive companion

They carry out routine commands on their own, adjust perfectly to the user, and take as many things off their hands as possible: The current generation of MMI systems already comes very close to meeting this requirement. For example, they feature a self-learning navigation system. It saves the driver's preferred destinations, connects them with the date, time, and current traffic situation, and derives suggested routes from this data. Another feature is personalization, which allows multiple users to specify up to 400 individual preferences, ranging from the seat position and route guidance all the way to the media. The next level of personalization will be available in selected Audi models in the middle of the year.

The ideas portfolio for the empathetic car is already integrated in show cars like the Audi AI:CON from 2017, and it has now been expanded. The centerpiece is the personal intelligent assistant, or PIA for short. Using artificial intelligence methods, PIA combines data intelligently with one another – data from the car, data about the driver, traffic jam reports and traffic projections, as well as information from the Internet. PIA also responds to voice inputs and uses tailored algorithms to communicate autonomously and adaptively with the user.

Audi will be offering a look into the future at CES 2020. The Audi Intelligence Experience project describes a scenario in which the car conducts a precise analysis as to the functions and settings that its user prefers, be it for the seat position and massage function, media, route guidance, interior lighting, air humidity and temperature, or the fragrancing of the interior. The Audi of the future identifies the respective preferences after just a short time and adjusts the settings on its own. If desired, the car can also adjust its settings based on the user's condition, which it identifies by means of sensors in the vehicle that observe the user's driving style and vital functions such as skin temperature and pulse. In doing so, the Audi Intelligence Experience increases the passengers' level of safety.



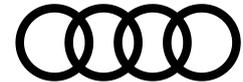
During longer drives or in complex traffic situations, the Audi can play relaxing music, adjust the seat to a relaxing position, or dim the interior lighting when it is dark outside, for example. Of course, the passengers can decide for themselves to which degree they want to use this artificial intelligence.

At CES 2020, visitors can experience the basic functions of the Audi Intelligence Experience in a prototype. The users who take a seat in the driver seat are greeted personally and a video projection shows them driving experiences that correspond to their daily routine and current mood. The digital assistant starts a voice dialog with the user proactively and adjusts all systems, from the seat and sound system all the way to fragrancng, accordingly and offers tips for an optimized daily routine.

The Future of the Automobile Is Fully Electric and Intelligently Connected

With an extensive product portfolio, Audi will demonstrate at CES that the future of the automobile is not only fully electric but also intelligently connected. The spectrum ranges from battery-electric cars like the Audi e-tron Sportback* (combined electric power consumption in kWh/100 km**: 26.0–21.9 (WLTP); 22.7–20.6 (NEDC); combined CO₂ emissions in g/km: 0) all the way to future visions, embodied by the Audi AI:ME. Customers will be able to see and experience the importance of the digitalization in the display and operating concepts. All electrified Audi models are equipped with the Audi virtual cockpit and a large MMI monitor. The touchscreen in the near-production-level show car [Audi Q4 e-tron concept](#) has a 12.3-inch diagonal. The control panels on the steering wheel spokes are also designed as touch elements, and a large head-up display with augmented reality functions complements the display and operating concept.

Upon request from the customer, the [Audi e-tron Sportback*](#) features digital innovations, one highlight being its digital matrix LED headlights. With these, Audi is presenting a novelty on the world market in large-scale production. Broken down into minute pixels, their light can illuminate the road in high resolution. The design is based on a technology abbreviated as DMD (digital micromirror device) and is also used in many video projectors. The light can be controlled with great precision, facilities safe lane centering on narrow roads or in construction areas, and displays the vehicle's position in the lane.



Without the digitalization, the sustainable mobility of the future could not be implemented. This also applies to electric drives and their management, which largely takes place outside of the customer's field of perception. Small controllers monitor the modules of the lithium-ion battery and a battery management controller (BMC) coordinates the overall system, which can store a gross amount of 95 kWh of energy (86.5 kWh net) in the Audi e-tron Sportback*. The control units for the drive and suspension interact in a completely new way in the fully electric models: Great potential is unlocked with regard to energy recovery during deceleration (recuperation) or electric all-wheel drive.

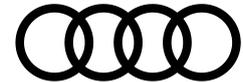
Smart charging: even more intelligent charging

Audi is transitioning into a system provider of electric mobility. The Plug & Charge function was designed for drivers who want to charge their fully electric Audi e-tron* (combined electric power consumption in kWh/100 km: 26.6–22.4 (WLTP); 24.3–21.0 (NEDC)**; combined CO₂ emissions in g/km: 0) or Audi e-tron Sportback* at a smart and convenient high-power charging station while on the road. This function will be launched in cooperation with fast charging provider Ionity in Europe in 2020. With Plug & Charge, the digital personal charging contract is on board in the Audi e-tron*: The car authenticates itself at charging terminals using state-of-the-art cryptographic procedures, after which it is authorized – a card is no longer needed. Invoicing is performed via the customer account of the e-tron Charging Service.

Audi offers various solutions for charging at home. The e-tron charging system connect is particularly interesting for European customers, as it allows a charging capacity of up to 11 kW. Together with a home energy management system (HEMS), the charging system offers various intelligent functions: Charging with the maximum available power while taking into account the demands of the other household consumers. This ensures that the connection is not overloaded. In addition, the customer can specify individual charging profiles and charge the car when power is less expensive by storing their electricity contract in myAudi. If the house is fitted with a photovoltaic system, the Audi e-tron* can be charged using self-generated solar power. The HEMS takes the forecast phases of sunshine into account here.

** The collective consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.*

*** Information on fuel/electric power consumption and CO₂ emissions given in ranges depend on the equipment selected for the vehicle*



Faster & more intelligent: the 3rd generation modular infotainment platform

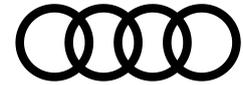
Together with the product improvement of the A4, Audi introduced a new configuration level of the modular infotainment platform, the MIB 3, in its new vehicle models. Its main processor computes ten times faster than that of the MIB 2. The MIB 3 works together with a communication box, another new feature, which is located in a different place. It performs all connectivity tasks and integrates the Wi-Fi hotspot for the passengers' mobile devices.

The MIB 3 will be included in many other Audi models in mid-2020. It is the core of all infotainment devices. As from the middle of 2020, it will offer new route guidance functions: The navigation system localizes the car on highways and some urban intersections with a new level of precision. A zoom function shows the driver in which lane they are driving. Predictions on the development of the traffic situation provide route guidance with a new degree of flexibility. The fully electric Audi e-tron models in particular benefit from this new level of technology, as it further increases the performance of the e-tron route planner. It now calculates a globally optimized route that also includes predictions about traffic jams and the availability of charging stations. On long drives, the route planner calculates the charging times and stages of the journey between the charging points such that the driver arrives at the destination as quickly as possible. This is why it often suggests two short charging stops rather than one long one.

The online services from Audi connect complement the route guidance in all Audi models. Highlights include the navigation with Google Earth™, traffic information online, and the hybrid radio that switches between terrestrial and online stations independently. The Car-to-X services, which are called Vehicle-to-Infrastructure in the USA, are particularly interesting here. They connect the car with other vehicles and the infrastructure, for example to find free parking spaces at the side of the road or to use the traffic light communication system to surf the green wave. Audi already introduced the "traffic light information" system in the USA in 2016. More than 7,700 intersections are currently connected to the system, 1,700 of which in the capital city of Washington, D.C., and the surrounding area. The offer is also being rolled out step by step in European cities. In Germany, Ingolstadt has already been connected to the system, and further cities will follow in 2020.

Audi already integrated Amazon's voice service Alexa in the MMI operating system in 2018. The driver can use it to place orders and get information on many current events. Alexa streams music or audiobooks and offers access to more than 80,000 Alexa skills via voice recognition, for example information on the driver's shopping list, the weather, or news. The smart home control allows users to lock doors in the house, adjust the lighting and close the garage door from within the car.

** The collective consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.*



On the North American market, the connect portfolio is complemented by special services. One of these is the SiriusXM 360L satellite radio with online capability that plays music and information from various categories in the car without advertisements. A further feature in future models is the integration of the user's Microsoft Office 365 account, which provides access to the Outlook calendar and enables the user to conduct calls using Skype. The Audi e-tron* and the upcoming e-tron Sportback* are equipped with the Integrated Toll Module (ITM) as standard, which allows users, once they have registered, to drive on toll roads without stopping.

Even greater comfort: more user profiles and better personalization

Current Audi models can already be personalized today: Up to six users and one guest can store their preferred settings in personal profiles. Depending on the model, the individualization comprises up to 400 parameters, ranging from frequently selected destinations in the navigation system to the electric seat adjustment. The car identifies the respective user on the basis of the physical car key or the Audi connect key on the smartphone when the car is unlocked and activates their individual profile.

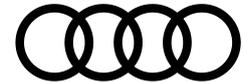
New Audi models will be fitted with the next configuration level of the personalization in mid-2020. Here, the stored data will no longer be saved just in the car, like today, but also in the customer's myAudi account, i.e. in the cloud. There is also another way the car will "identify" its user in the future: The vehicle's antenna will contact the myAudi app on the driver's smartphone via the Bluetooth Low Energy radio standard. The car will then greet the driver with the personal profile picture they stored.

Spherical sound field: real 3D sound

In cooperation with the Fraunhofer Institute for Integrated Circuits IIS and Sony, Audi is now working on the next configuration level, real 3D sound. At CES 2020, visitors can hear it in an Audi Q8 at the Fraunhofer IIS booth.

The 3D sound in today's cars is generated by conventional stereo audio signals that are prepared by an upmix algorithm, based on Audi's in-house development, soundCUBE. It distributes different signal components to the loudspeakers such that the person listening experiences the music three-dimensionally. The real 3D sound is based on an entirely new procedure: Real, discreet 3D sound arrives at the audio system as an input signal and is distributed according to the existing loudspeakers. This way, the potential of an advanced sound system really comes into its own for the first time. The transmission format used is 360 Reality Audio, which was initiated by Sony and is based on the open standard MPEG-H 3D Audio of the Fraunhofer Institute.

** The collective consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.*



During production, musicians and artists have numerous possibilities to create a 360 degree sound field: “Audio objects” such as vocals, choirs, and instruments can be positioned anywhere. The processor in the playback device sends the individual streams to the loudspeakers just like they were recorded. To do this, it uses meta information that is transmitted together with the music data. This creates a spherical sound field, a novel, fascinating acoustic experience that is played back exactly as the artist intended during production.

Sony presented the new music format at the official launch of 360 Reality Audio in October 2019 in New York. The first streaming offers in 360 Reality Audio are available from Amazon Music HD, Deezer, nugs.net, and TIDAL in the USA and also in Europe.

Dynamic, Safe, Intelligent: The Light of the Future

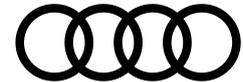
Human-centric lighting: wellbeing thanks to targeted light colors

The “Human-Centric Lighting” project makes use of the fact that the human condition can be influenced to a certain extent by light. Blue, cool white light has a stimulating and invigorating effect, while warm white, reddish light has a calming effect. These effects are normally evoked by natural sunlight, but can also be generated in a targeted manner by the lighting in buildings and cars. The main purpose of “Human-Centric Lighting” is to stimulate the passengers on board and support their concentration and memory. Academic studies have proven that light technologies such as those used in “Human-Centric Lighting” can stabilize and have a positive effect on what is known as the circadian rhythm, i.e. our inner clock, in the long term. This effect usually becomes noticeable after two to three weeks. The project is nearing production maturity at Audi – in a few years, the new lighting concept could be installed in a large sedan. In a further development step, the vehicle’s interior lighting can adjust to the passengers’ mood independently: Sensors such as cameras and microphones provide the information for the “Mood Light.”

Digital matrix LED light: technology from the video projector

The digital matrix LED headlights that Audi is offering in the new Audi e-tron Sportback* are a novelty on the world market in large-scale production: Their light can illuminate the road in high resolution. The technology abbreviated as DMD (digital micromirror device) is also used in many video projectors. At its heart is a tiny chip containing around one million micromirrors, the edges of which are just a few hundredths of a millimeter in length. With the help of electrostatic fields, each individual micromirror can be tilted up to 5,000 times per second. Depending on the setting, the light is directed either via the lenses onto the road or into an absorber.

** The collective consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.*



The digital matrix LED has multiple tasks in the Audi e-tron Sportback*. It can generate dynamic leaving- and coming-home animations that appear as projections on a wall or on the ground, transforming the area in front of the car into a stage. The light system can deliver cornering, city, and highway lighting with exceptional precision and supplement the high-beam light by masking out other road users with even greater accuracy. Above all, however, it offers innovative functions such as lane light and orientation light. On freeways, the lane light creates a carpet of light that illuminates the driver's own lane brightly and adjusts dynamically when changing lanes. In this way, it improves the driver's awareness of the relevant lane and contributes to improved road safety. In addition, the orientation light uses darkened areas masked out from the light beam to predictively show the vehicle's position in the lane, thereby supporting – especially on narrow roads or in highway construction zones – the safe lane centering assist. The marking light function is also used in conjunction with the optional night vision assist. The light automatically draws attention to any pedestrians it detects, thereby reducing the danger of overlooking pedestrians in the immediate vicinity of the lane.

Design on demand: the dynamic taillight

The light signatures on the rear end are among the important distinctive features of the Audi models. As part of the “Design on Demand” project, the exterior lighting is becoming dynamic thanks to flat OLED units of the next development generation that consist of more than 50 segments. While previous Audi models have featured up to four freely designed complex light segments to realize a specific design, the new technology of digital OLED makes customizable lighting design possible for the rear lights. The individual segments can be activated as needed and their brightness continuously adjusted. Audi designers and developers can thus produce a wide variety of lighting designs with the same hardware. The benefits of OLED include perfect contrast, high homogeneity, and minimal spacing between segments. Digital OLED is therefore the perfect technology for executing a highly precise and versatile form of customizable lighting design.

As well as the wide range of possible lighting designs, digital OLED can serve as a display element in the rear lights and thus as a Car-to-X communication element. Predefined symbols, for example, can be displayed to alert other road users promptly to local hazards such as black ice or the approaching end of a tailback.

** The collective consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.*

Fuel consumption of the models listed

Information depends on the equipment selected

Audi e-tron Sportback 55 quattro:

Combined electric power consumption in kWh/100 km: 26.0–21.9 (WLTP); 22.7–20.6 (NEDC);

Combined CO₂ emissions in g/km: 0

Audi e-tron 55 quattro:

Combined electric power consumption in kWh/100 km: 26.6–22.4 (WLTP); 24.3–21.0 (NEDC);

Combined CO₂ emissions in g/km (*g/mi*): 0