

Site Communications

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AudiStream: Virtual journey through the world of production at Audi in Ingolstadt

- **Interactive online offer provides insights into production and technology**
- **Tour guides accompany virtual tour and answer questions in real time**

Ingolstadt, February 11, 2020 – View the Audi A3 body shop on your screen; go to the Audi A4 assembly line with a mouse click: With AudiStream, Audi is the first manufacturer to offer interactive factory tours. Starting from Wednesday, February 12, interested parties can experience production processes of the brand at the Ingolstadt site online and in English language, both from the comfort of their own homes and while on the go. Experienced tour guides accompany the virtual tour and answer questions in the live stream.

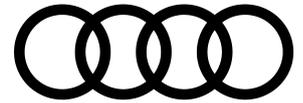
AudiStream provides detailed insights into selected production stages at Audi in Ingolstadt. Additionally, the new online feature presents the technical highlights of the brand. The tour guides share their knowledge from numerous factory tours and moderate the virtual tours live from a studio. They explain production processes, answer individual questions as part of a dialog, and tailor the course of the approximately 20-minute live stream to the wishes and interests of the participants.

AudiStream starts with the online feature “Audi live at the Ingolstadt factory.” Participants learn how an Audi is made, from the first production steps in the press shop up to the last manual operations during the final assembly. Streams about further topics concerning the Audi brand are to follow.

Users select the desired live stream and a suitable time slot online at www.audi.stream. The offering is free of charge; fees may be charged for internet access, however, depending on the selected provider.

[Further information on AudiStream can be found in the video](#)

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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 2019, the Audi Group delivered to customers about 1.846 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 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.
