



Editorial Services Communications

Wolfgang Rother

Head of Content production

Phone: +49 841 89-90351

E-mail: wolfgang.rother@audi.de

www.audi-mediacyenter.com/en

In virtual worlds in virtuosic style: Audi communicates in new digital formats

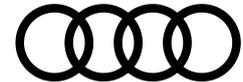
- **At close range even from a distance: exclusive product and technology experiences in digital worlds**
- **New formats like “TechTalk” and “LiveOnDrive” successfully launched**
- **Digital technologies enable more intensive exchange with media representatives**

Ingolstadt, June 8, 2020 – Audi is opening up a new chapter in its communications via digital channels. Journalists from all over the world are able to familiarize themselves with new products, explore technologies and gain exclusive insights in virtual environments. Aside from the experience aspect, dialog takes center stage. That is why the new formats such as the “Audi TechTalk” emphasize intensive interactions between media representatives and experts from Audi.

Thanks to high-speed data lines digital exchange across countries, continents and oceans has become an everyday reality. AUDI AG is making increasing use of digital channels for its communications as well. This week the “Audi TechTalk” marked another successful premiere of an online format. In the first moderated session of the expert panel, international journalists delved deeply into the subject of electrical charging. Multimedia content and exhibits support the explanations provided by the Audi engineers in this format. One of the key interaction tools: In live Q&A sessions, the participating editorial teams can individually intensify their background knowledge. Further TechTalks will follow in the coming weeks and months.

“Creative new formats make it possible for us to interact with our media contacts also in digital worlds,” says Jörg Lindberg, Product, Technology and Motorsport Communications. “Especially in view of the corona-related contact and travel restrictions in recent months, the potential for efficient and direct exchange of information offered by multimedia formats like the TechTalk has become apparent. It extends all the way to virtual world premieres like in the case of the new A3 following the cancellation of the Geneva Motor Show on short notice.”

In addition to information, the platforms are focused on the experience aspect. Exclusive insights, multimedia content and virtual interaction opportunities bring digital worlds to life.



“The world of mobility is rapidly changing. At the same time, technologies are becoming increasingly complex. Our objective is to enhance the multimedia presentation of Audi’s ‘Vorsprung durch Technik’ to explain it and to turn it into a tangible experience,” says Peter Oberndorfer, Director Global Communications Editorial Services/Events. With some 40 million contacts, the #LiveOnDrive format is another one impressively showing that such innovative offerings meet with positive response. We are planning to build on this with other novel formats – from virtual events to multimedia press releases.”

At the premiere of “#LiveOnDrive”, a professional race driver from Audi and a YouTube auto expert hit the test track of Audi Sport in Neuburg in an Audi RS 5*. Both answered the questions asked by the streaming community via Facebook and YouTube in a live and direct dialog. For shooting individual photos or videos, journalists were able to “remote-control” the car and the camera in the chatroom. Additional background knowledge was conveyed by Rolf Michl, Director Sales & Marketing Audi Sport GmbH.

The digital offering for communicators at model presentations will continue to grow, for instance with so-called Online Sneak Previews. Even before the official presentation, selected journalists from all over the world will be provided with initial impressions and background information about a new model. For Q&A sessions in real time, Audi experts will be available as points of contact.

A proven program is “What’s up, Audi” on YouTube that tells the stories of Audi’s topics from a new angle. The format includes multipliers from the social media world as well as the community.

Even streamed plant tours have recently been added to the digital communications portfolio. Experienced tour guides welcome online “visitors” and moderate the live streams from a studio. The first two streams, “Audi live at the Ingolstadt factory” (German and English) and “Insight Audi Design” (German and English), will be available on the Audi.Stream website starting on June 24. Interaction with the users is a key factor in this format as well: the tours are customized to suit the wishes and interests of the participants and the guides will additionally answer questions in a dialog with them.



***Fuel consumption of the models named**

Audi RS 5 Coupé:

Combined fuel consumption in l/100 km: 9.1;

Combined CO₂ emissions in g/km: 208

(Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.)

Audi RS 5 Sportback:

Combined fuel consumption in l/100 km: 9.2;

Combined CO₂ emissions in g/km: 209

(Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.)

The indicated consumption and emissions values were determined according to the legally specified measuring methods. Since September 1, 2017, type approval for certain new vehicles has been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Beginning September 1, 2018, the WLTP will gradually replace the New European Driving Cycle (NEDC). Due to the realistic test conditions, the fuel consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. Vehicle taxation could change accordingly as of September 1, 2018. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp.

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer. They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electrical consumption, CO₂ emissions and performance figures. Fuel consumption and CO₂ 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 CO₂ emissions of new passenger cars can be found in the "Guide on the fuel economy, CO₂ 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-Schornhausen, Germany (www.dat.de).

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 16 locations in 11 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), 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 1.845 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of € 55.7 billion and an operating profit of € 4.5 billion. At present, 90,000 people work for the company all over the world, 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.
