



Corporate Communications

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First digital MQ! Innovation Summit in 2020

- **The fourth MQ! Innovation Summit on November 10/11, 2020**
- **Digital exchange with experts on the mobility of the future**
- **Register at www.the-mobility-quotient.com**

Ingolstadt, October 28, 2020 - Audi is once again inviting international pioneers, thought leaders and experts to this year's MQ! Innovation Summit to discuss the mobility of the future. Key topics include sustainability, electric mobility, smart cities and technology ethics. In addition to attending ten keynote speeches, the participants can also dive deeper into the topics in various workshops.

“Audi and the entire automotive sector are currently undergoing the greatest transformation in the history of our industry. The MQ! Innovation Summit is the right place for discussing ideas for the future of mobility,” says Markus Duesmann, Chairman of the Board of Management of AUDI AG. He went on to say that maintaining an exchange with international thought leaders was essential for questioning the status quo, being ready for the challenges of the transformation, and generating ideas for the mobility of the future.

The following keynote speakers will be joining us for the first virtual MQ! Innovation Summit, which offers a programme of 25 hours: Tristan Harris, co-founder of the Center for Humane Technology, Anna Nixon, robotics expert and co-founder of STEM4Girls (STEM = science, technology, engineering, math), and Prof. Sebastian Thrun, co-founder of the Udacity online academy.

The participants of the summit will address the topics from the keynotes more in depth in the different workspace sessions on the basis of concrete questions. How can the customers' digital environment be integrated into the vehicle? How can the user experience be optimized through the use of artificial intelligence? How can functions on demand make mobility as flexible as the customers' lives? Which new business models arise from the changes taking place in the world of mobility?

The MQ! night program offers sessions for gaming enthusiasts and beginners, starting with a digital meet & greet with professionals from the Fokus Clan eSport team and a talk with Microsoft about the launch of the Xbox Series X/S. Further topics include imparting learning content on gamification and game storytelling.



More content can be found at www.the-mobility-quotient.com.

As part of the MQ! Innovation Summit, thought leaders from the worlds of business and science will discuss whether there is a mobility quotient (MQ) similar to the IQ. The participants have been dealing with this key question ever since the first MQ! Innovation Summit, which was held in 2017 and took place at the international level in Beijing for the first time last year.

Interested parties can visit www.the-mobility-quotient.com to get information on the detailed program and register for the MQ!. More information on the program is also available on Facebook under “The Mobility Quotient”.

Note for editors:

Please visit www.the-mobility-quotient.com to reserve your spot for the MQ! Innovation Summit.

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. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.
