



20 years of Audi Forum Ingolstadt: exhibition and digital services to mark anniversary year

- **Window to the world of Audi opens on December 15, 2000**
- **Online services expanded during coronavirus pandemic**
- **Exhibits from year of opening on display on Audi Piazza**

Ingolstadt, December 8, 2020 – Tuesday, December 15, marks the 20th anniversary of the opening of the Audi Forum Ingolstadt. In recognition of the occasion, visitors to the Audi Piazza will see the Audi A2 and the Audi Rosemeyer study exhibited there – these are both models from the early months of the Audi Forum Ingolstadt. In its anniversary year, the Audi Forum Ingolstadt also continues to expand its online service AudiStream because of the current coronavirus situation.

Since it opened in December 2000, the Audi Forum Ingolstadt has served as the venue to discover the world of Audi at its corporate headquarters. From the new car pick-up to factory and museum tours, cultural events or gastronomic experiences, Audi Forum Ingolstadt offers a wide variety of ways to discover the brand. With around 400,000 visitors annually, it functions as a tourist attraction and highlight for people from the region and across the globe.

To mark the 20th anniversary in these turbulent times, the Audi Forum Ingolstadt is showing two Audi models from its year of opening in 2000: the Audi A2 and the Audi Rosemeyer study. The compact Audi A2 made its debut at the end of 1999, garnering acclaim for such attributes as its aerodynamics and low weight based on the Audi Space Frame concept and an aluminum body. Lightweight construction also took center stage in the Audi Rosemeyer study, coupled with dynamism and functional precision. In this concept car, the Audi Design Team adopted elements that were a throwback to historic Auto Union Silberpfeil models, blending heritage with modern-day technology. Both exhibits, which are part of the Audi Tradition historical collection, will be on display inside glazed cubes on the Piazza from Tuesday, December 15.

At the Audi museum mobile, once the current coronavirus restrictions are lifted, visitors will also be able to discover the updated permanent exhibition with 34 new exhibits such as the Audi TT Coupé. The special exhibition “IN BETWEEN – 40 Years of Audi quattro” will trace milestones in all-wheel-drive technology spanning four decades. The tour guides at the Audi Forum Ingolstadt also eagerly await the resumption of discovery tours at the Ingolstadt plant. They will give visitors an insight into cutting-edge automotive production at the Ingolstadt site. During tours of the factory halls the Smart Guide, an interactive digital device with touch display, will provide individual additional information with videos and graphics.

During the coronavirus pandemic, the Audi Forum Ingolstadt is expanding its free AudiStream online service. Additional live sessions make the interactive online tours at www.audi.stream available to even more participants. Experienced tour guides present the virtual tours live from a studio and, depending on the chosen stream, explain the production sequences and design



processes at Audi. Customers continue to pick up their new Audi directly from the Customer Center in the Audi Forum Ingolstadt. The Audi Shop and museum shop stock exclusive articles that provide a taste of the Audi brand world. The Audi arthouse cinema with its multi-award-winning film program and the gastronomy center's team are both gearing up for the reopening after the current coronavirus restrictions have been lifted. The gastronomy options include the live-cooking market restaurant, the AVUS fine dining restaurant and the Bar & Lounge. The convention area with conference rooms will likewise reopen once the situation allows.

The Audi Forum Ingolstadt has emerged as a popular cultural meeting point that hosts a wide variety of events. As soon as the situation allows, it will build on that tradition with a new, attractive program of events. The Audi Forum Ingolstadt team also hopes it will soon once again be able to share Audi's world of themes with children and young people through multimedia knowledge games and activity modules.

The health and safety of guests and employees is of paramount importance for Audi. Face coverings are therefore mandatory throughout all areas of the Audi Forum Ingolstadt that are currently open. The general rules on hygiene and social distancing apply.

Corporate Communications

Michael Drotleff

Press Spokesman Audi Forum Ingolstadt
and Ingolstadt Site

Tel: +49 841 89-39410

E-mail: michael1.drotleff@audi.de

www.audi-mediacyenter.com/en



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 17 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, about 87,000 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.
