

Solidarity still in focus: Audi is again making donations in support of people from Ukraine

- **“Neighbors Day” on May 20: Audi is donating € 750,000 to aid organizations that work for Ukrainian refugees around Ingolstadt and Neckarsulm.**
- **Integration through education: open house days at the Audi plant for young refugees**
- **Digital art auction in cooperation with Ouchhh studio aims to raise a lot of money for UNO-Flüchtlingshilfe**

Ingolstadt/Neckarsulm, May 19, 2022 – Audi’s support for victims of the war in Ukraine continues unabated. The company is donating another € 750,000 to aid organizations around Ingolstadt and Neckarsulm. Lots of other aid work to be added around “Neighbors Day” on May 20 as well. At the same time, proceeds from a digital art auction will go to UNO-Flüchtlingshilfe, the German partner organization to the United Nations High Commissioner for Refugees (UNHCR).

“Unfortunately, the past weeks have shown that life in peace and freedom in Europe cannot be taken for granted,” says Markus Duesmann, Chairman of the Board of Management of AUDI AG. “Millions continue to fear for their lives and their future, and hundreds of thousands have had to flee to neighboring European countries. The people coming to us from Ukraine need our solidarity now.” Audi has now committed to making an additional € 750,000 in donations to Ukraine aid projects at its Ingolstadt and Neckarsulm sites. The money is intended to benefit regional aid organizations, including the Red Cross, Caritas, Diakonie, the Workers’ Samaritan Federation, and the food banks that are providing relief in those areas.

Audi took a stand immediately after the war broke out on February 24: together with the other brands in the Volkswagen Group, it supported rapid on-site aid and donated € 1 million, € 750,000 of which went to UNO-Flüchtlingshilfe. Audi Hungaria allocated € 250,000 for regional aid projects in Hungary. International Audi locations have also been very willing to help. Audi Brussels is giving € 100,000 to the Belgian Red Cross, which operates reception centers for refugees. Lamborghini donated € 500,000 to the United Nations High Commissioner for Refugees (UNHCR). Additional material and monetary donations are currently being planned.

Uninterrupted willingness to help

At the same time, numerous aid projects for refugees from Ukraine are underway in the Ingolstadt and Neckarsulm regions. In the spirit of being a good neighbor, Audi is supporting these engagements by providing vehicles to Malteser International and Johanniter Unfall Hilfe. Donations also went to the round table that runs a logistics center in Ingolstadt in cooperation

with the Audi employees' initiative "Audi Employees Helping Ukraine;" the Albert Schweitzer Children's Village in Waldenburg near Neckarsulm, which supports Ukrainian women and children in crisis situations; and the Familienzentrum Schillerstrasse in Heilbronn, which organizes language classes and community centers for refugee children and their parents. Some of these donations were approved as part of the "Team Spirit Initiative," which enabled Audi employees to campaign for donation recipients. In addition, many employees worked on [volunteer projects](#).

Open house days at the Audi plant for young refugees

Audi is also working for people from Ukraine with respect to education. The education center in Ingolstadt is currently offering open house days for refugees between the ages of 13 and 17. Similar to a student internship, this allows these adolescents to get familiar with vocational training at Audi and discover new talents. They make their own showpieces like aluminum smart phone cases or personalized key chains. Additionally, they can see what it's like to fit tires, install headlights, or service an engine and conduct practical exercises on 3D printers, CNC machines, laser cutting tools, or the foam milling machine. It's an exchange that overcomes linguistic and personal barriers and does valuable integration work. Additional open house weeks are being planned for that reason.

Digital art auction for UNO-Flüchtlingshilfe

A spectacular digital event is happening right now: At the Audi booth at the Online Marketing Rockstars Event (OMR) in Hamburg, the company with the four rings presented an AI-driven sculpture created by Eylul Alici and Ferdi Alici with their Ouchhh studio. The focus is on the people: all OMR visitors actively contribute to the development of the artwork with their individual movements, interactions with each other, and experiences. Works by Ouchhh had previously been exhibited around the world and received multiple awards, including the German Design Award. At the Audi Event Space, emotional aesthetics merged with technology: the constantly changing installation developed through artificial intelligence technology that utilized visitors' movement data. The artists placed moments of the OMR and progress itself at the center of their work. The digital artwork is being auctioned off in the form of NFTs (non-fungible tokens) in cooperation with Timeless Investments and Brandneo. Interested buyers can put themselves down on a whitelist from May 18 to May 27. All the proceeds will go to UNO-Flüchtlingshilfe e.V. in support of Ukraine. You can find additional information [here](#).

Corporate Communications

Linda Kawan
Spokesperson Human Resources and
Organization
Phone: +49-152-58811084
Email: linda.kawan@audi.de
www.audi-mediacyenter.com

Corporate Communications

Sebastian Fischer
Spokespersonr for Lifestyle and Marketing
Tel. +49-841-89-40560
Email: sebastian1.fischer@audi.de
www.audi-mediacyenter.com



The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. The brands Audi, Ducati, Lamborghini and Bentley produce at 21 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. In the 2021 fiscal year, AUDI AG achieved a total revenue of €53.1 billion and an operating profit before special items of €5.5 billion. More than 89,000 people all over the world work for the Audi Group, around 58,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.
