



**Product and Technology Communications**

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## **Audi keynote address at International CES Asia**

- **Audi Board Chairman Rupert Stadler: “Asian markets and electronic innovations play a significant role at Audi”**
- **Development Chief Prof. Dr. Ulrich Hackenberg: “Country-specific know-how is a key factor in the success of innovations”**
- **Sales Chief Luca de Meo: “Those who are close to the customer will benefit over the long term”**

**Ingolstadt, April 29 2015 – Audi is opening the first International Consumer Electronics Show (CES) Asia with a keynote address. On May 24, Board Chairman Rupert Stadler, Head of Development Prof. Dr. Ulrich Hackenberg and Board Member for Sales Luca de Meo will give presentations on innovations in electronics and mega-trends in mobility at the trade show in Shanghai. The brand is also introducing a concept car.**

“The world’s most important electronics trade show is now being held in the largest Audi market for the first time. It is natural for us to show a strong presence here,” says Rupert Stadler, Board Member of AUDI AG. “That is because, just as the Asian markets will play a crucial role in the future of the automobile, so too will electronic systems.”

Since 2008, an international Audi team based in Beijing has been working on solutions for country-specific automobile requirements. In 2013, Audi opened its own development center in China’s capital. “A precise knowledge of local conditions is a key factor in making our technical innovations a success in our most important international market,” says Prof. Dr. Ulrich Hackenberg, Board Member for Development. “Our engineers in China are working on such aspects as chassis tuning, assistance systems and user interfaces as well as localization of high-voltage battery components.” In addition, Audi is developing Asia-specific infotainment and connectivity features in Beijing.

“The success story of Audi in China is clear proof that those who are close to the customer will benefit over the long term – they are better able understand the markets and give shape to trends,” says Luca de Meo, Board Member for Marketing and Sales. “In upcoming years, we want to position our business to be even more international and develop innovative, regionally adapted mobility solutions for the customers and mega-cities of tomorrow.”

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\*The collective fuel consumption of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.