



**Cultural Communications**

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## **Audi new principal partner of the Berlinale**

- **Launch of three-year partnership with the Berlin International Film Festival**
- **Audi Lounge in front of Berlinale Palast**
- **Car fleet with RS and hybrid models as well as movie cars**

**Ingolstadt/Berlin, November 15, 2013 – The Berlin International Film Festival and Audi have agreed on a partnership for the next three years. As principal partner, Audi will provide the car fleet for the festival from 2014. Besides, both parties will be presenting a multifaceted partnership program.**

Audi is providing a car fleet that includes a diverse range of RS and hybrid models along with famous movie cars. Audi will be transporting movie stars to the official opening ceremony on February 6, 2014, as well as to the award ceremony on February 15 and the daily gala movie premiers. Famous Audi cars that have been featured in movies will also be presented to be experienced up close.

“Audi has been a partner to the film industry for many years and we are now proud to also be able to accompany the Berlinale. This partnership brings together two brands that represent a progressiveness and creativity that inspire people,” said Luca de Meo, Board Member for Marketing and Sales at AUDI AG.

At the Berlinale 2014, the automotive partner plans in cooperation with the festival to present a lounge in front of the Berlinale Palast. The two-storey building, located right next to the red carpet, will offer a diverse program of events for trade visitors and the public. To offer spectators protection from the weather, parts of the stands will be integrated into the transparent design of the temporary building. To kick off the partnership, Audi is additionally taking on production of the 2014 Berlinale bag.

“Audi is one of the most innovative carmakers, which is a good fit with the Berlinale. We are especially pleased about the use of efficient cars like the A8 hybrid, which combines luxury with efficient fuel consumption,” said Dieter Kosslick, Director of the Berlin International Film Festival, who will also be driving an Audi A8 as his future company car. The car will be presented to Dieter Kosslick by AUDI AG on November 18. This symbolic kick off for the partnership between the premium



carmaker and the Berlinale will take place in front of the future Audi City Berlin. The third digital showroom worldwide for the brand with the four rings will be launched there in February 2014. After the handover of the keys, Dieter Kosslick and Wayne Griffiths, Head of Sales Germany at AUDI AG, will be available to answer questions in a press conference.

Handing over of the Audi company car to Dieter Kosslick and press conference

Location: Audi City Berlin, Kurfürstendamm 195, 10707 Berlin

Date: November 18, 2013

Time: 11 a.m.

No registration is required to participate. Please submit interview requests by November 15, 5:30 p.m., to: [sarah.braun@audi.de](mailto:sarah.braun@audi.de)

Pictures of the handing over will be available from November 18, 2 p.m at [www.audi-mediaservices.com](http://www.audi-mediaservices.com)

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In 2012, the Audi Group delivered 1,455,123 cars of the Audi brand to its customers, generated revenue of €48.8 billion and achieved an operating profit of €5.4 billion. The Audi Group is globally present in more than 100 markets and produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). The brand with four rings will produce cars also in Foshan (China) as of late 2013, in 2015 in São José dos Pinhais (Brasilien) and 2016 in San José Chiapa (Mexico). AUDI AG's wholly owned subsidiaries include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and the sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The Group currently employs more than 70,000 people worldwide, including around 50,000 in Germany. Total investment of approximately €11 billion is planned by 2015 - mainly in new products and sustainable technologies. Audi lives up to its corporate responsibility and has strategically established the principle of sustainability for its products and processes. The long-term goal is CO2-neutral mobility.