



TV Communications

Florian Otto

Tel: +49 841 89-47562

E-mail: florian.otto@audi.de

www.audi-mediaservices.com

www.audi-newsroom.de

Exclusively on Audi MediaTV: World premiere of the new A8

Ingolstadt, August 14, 2013 – Audi is once again introducing a new automobile on the Internet: The online world premiere of the new Audi A8 will be broadcast exclusively on Audi Media TV (www.audimedia.tv) on

**Wednesday, August 21, 2013,
at 9.00 a.m. CEST.**

Parallel to this, Audi Communications will provide comprehensive background information on Audi MediaServices.

One highlight of the new Audi A8, which will be presented at the International Motor Show (IAA) in Frankfurt in roughly three weeks, are the new Audi Matrix LED headlights. With this innovative technology, Audi is opening a new chapter in automotive lighting.

Audi MediaTV will broadcast the world premiere of the new Audi A8 in English (www.audimedia.tv) and is offering the option of incorporating the live stream into other websites. Further information, photos and film material are also available from Audi MediaServices at www.audi-mediaservices.com.

First impressions of the world premiere can now be viewed on YouTube:

- Teaser 1: <http://bit.ly/14HRxo0>
- Teaser 2: <http://bit.ly/13u1D8I>

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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 and in San José Chiapa (Mexico) starting in 2016. 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.