



Technology and Innovation Communications

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Audi utilizes high-resolution navigation maps for its driver assistance systems

- **Highly precise data leads to greater convenience and better fuel economy**
- **Predictive efficiency assistant in the Audi Q7* achieves up to ten percent fuel savings**
- **Prof. Dr. Ulrich Hackenberg, Board Member for Technical Development: "High-resolution maps are continuing to gain in importance."**

Ingolstadt, May 4, 2015 – The premium brand is developing a new high-resolution map materials together with competent partners. A current example of the potential of this data is the predictive efficiency assistant in the new Audi Q7*. It utilizes information about the topography to get the car to its destination with greater efficiency and convenience. High-resolution maps will also play a key role in piloted driving.

"The importance of high-resolution, three-dimensional maps will continue to grow in the future," explains Prof. Dr. Ulrich Hackenberg, Audi Head of Development, and he refers to piloted driving as a typical application: "Here we primarily use the data in situations in which a precise prediction is crucial – e.g. data on expressway interchanges, road splits and entrance and exit ramps." Audi is working on the navigation map of the future with strategic partners such as Dutch map and navigation supplier TomTom – utilizing various technology platforms in the process. The next generation of the Audi A8 will be a front-runner in piloted driving technology and the use of high-resolution maps.

Today, Audi customers can already realize significant benefits from precise map materials. The predictive efficiency assistant in the new Audi Q7* already utilizes highly precise route data that includes information on elevation profiles – it works with this data even while the driver is not actively using navigation. If desired, the system can also be used to help economize on fuel. It offers practical fuel-saving tips to drivers in situations in which reducing speed makes sense.

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



The predictive efficiency assistant recognizes curves, roundabouts and intersections, descents and ascents, as well as municipality border signs and speed limit signs – often before the driver even sees them. Drivers who fully utilize this features can reduce fuel consumption by up to ten percent.

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Fuel consumption of the models named above:

Audi Q7:

Combined fuel consumption in l/100 km: 8.3 – 5.7**;

Combined CO₂-emissions in g/km: 183 – 149**

**The fuel consumption and the CO₂ emissions of a vehicle vary due to the choice of wheels and tires. They not only depend on the efficient utilization of the fuel by the vehicle, but are also influenced by driving behavior and other non-technical factors.

In 2014, the Audi Group delivered approximately 1,741,100 cars of the Audi brand to its customers. The company achieved revenue of €53.8 billion and an operating profit of €5.15 billion in 2014. Audi operates globally in more than 100 markets and has production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun and Foshan (China) and Jakarta (Indonesia). The brand with the Four Rings will start producing cars in Curitiba (Brazil) this year and in San José Chiapa (Mexico) in 2016. Wholly owned subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The company currently employs approximately 80,000 people worldwide, thereof around 58,000 in Germany. Total investment of about €24 billion is planned from 2015 to 2019 – primarily in new products and sustainable technologies. Audi is committed to its corporate responsibility and has anchored the principle of sustainability for its products and processes in its strategy. The long-term goal is CO₂-neutral mobility.