



**Product and Technology Communications**

Josef Schloßmacher

Tel: +49 841 89-33869

E-mail: [josef.schlossmacher@audi.de](mailto:josef.schlossmacher@audi.de)

[www.audi-mediaservices.com](http://www.audi-mediaservices.com)

[www.audi-newsroom.de](http://www.audi-newsroom.de)

## **Audi rolls up driverless at electronics show**

- **Piloted Audi A7 traveling the streets of the megacity Shanghai**
- **Keynote address by Audi opens Asia's first Consumer Electronics Show**
- **Exhibits with new connect services for Chinese Audi customers**

**Shanghai/Ingolstadt, May 21, 2015 – Journalists are experiencing piloted driving in an Audi A7 on the streets of Shanghai as the first Consumer Electronics Show in Asia kicks off. The keynote address and the exhibition booth for the premium brand will focus on the connected car of the future, with infotainment services, new control and display concepts and innovative new light features.**

Audi connect is the centerpiece of the exhibition presentation by Audi, the most successful premium carmaker in China. This gives cars with LTE the fastest Internet connection currently available; Audi is working with with Huawei to develop an LTE module specifically for the Asian market. Passengers can connect their mobile devices to a WLAN hotspot. For drivers, cars will include online services that are tailored for the Chinese market and that drivers can use without looking at their mobile phones.

The Audi phone box is used to conveniently couple a smartphone to the car – it can charge cell phones inductively, i.e. wirelessly, according to the Qi standard. Another new infotainment feature is the 3D sound in the Audi Q7. The sound system by Bose and Bang & Olufsen incorporates additional speakers that expand the spatial experience of sound.

Another innovation is the Audi tablet, which is celebrating its premiere in the new Q7 and which was developed especially for use in cars. It connects with the MMI navigation plus via Wi-Fi and can also be used outside of the car. In its software package for China, the new Audi joint venture partner Baidu is represented with its web browser and an app store. Another highlight is a new type of gesture control for the Audi tablet – in the future it will let passengers sit back comfortably while operating the device.

\*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.



In the field of piloted driving, Audi is at the forefront of progress in the automotive industry – over the next few years the brand will be introducing its new technologies, step by step, into production. At CES Asia, the company is demonstrating the high maturity level of the project with a prototype – a piloted driving Audi A7 Sportback. Journalists are completing a roughly 15-kilometer (*9.3-mi*) route through Shanghai in the car.

The first CES Asia will take place May 25–27, 2015. The large electronics exhibition is organized by the Consumer Electronics Association, which also hosts the annual CES in Las Vegas, Nevada (USA). There too, Audi has established itself since 2010 as one of the world's major exhibitors from the automotive segment, and has opened the show several times with the traditional keynote address. Rupert Stadler, Board Chairman of AUDI AG, and his colleagues, Professor Dr. Hackenberg and Luca de Meo, are also serving in this capacity at the debut of CES Asia. On May 24, the evening before the exhibition opens, Audi will be presenting the keynote address before 1,000 guests in the Da Guan Theater in Shanghai.

Since 2013, Audi engineers have been working in the company's own Research and Development Center in Beijing to develop solutions especially for Asian markets. As a component of the worldwide development network, the R&D Center works closely with all Technical Development departments in Ingolstadt. Thanks to its location in the center of China's capital city, the researchers are close to Audi's most important market.

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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) as well as 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 CO<sub>2</sub>-neutral mobility.