



**Culture & Trends Communications**

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## **“The great quattro” by Audi at Design Miami/Basel**

- **New Audi Q7 as space full of possibilities**
- **Installation “The great quattro” made of dark monoliths**
- **Audi has been the automotive partner of this renowned design show since 2006**

**Ingolstadt/Basel, June 16, 2015 – This year, the Audi presence at Design Miami/Basel revolves around the new Audi Q7. The brand with the four rings is the exclusive automotive partner of the show and from June 16 to 21 it will be exhibiting “The great quattro”: a three-dimensional installation with dark monoliths which prominently showcases the largest model of the Audi SUV family.**

The focus of this year’s Design Miami/Basel is the new Audi Q7, which is offered with a quattro drive system as standard equipment and is up to 325 kg (*716.5 lb*) lighter than in the previous model. The large SUV from Audi is being exhibited as a space full of possibilities. It now has smaller exterior dimensions, but inside it offers considerably more space for the driver and front passenger. The new Audi Q7 positions itself at the top of the competitive field with its sophisticated ambient lighting, driver-oriented layout of controls and new 3D sound.

The “The great quattro” installation sets the stage for this feeling of space in an artistic way. A sculptural scene surrounds the SUV with six monoliths, each over four meters (*13.1 ft*) in overall height on an exhibit area measuring 300 square meters (*3,229.2 sq ft*). Walking on paths, visitors can explore this mountain landscape for themselves at various elevations.

Design Miami/Basel is one of the highlights on the international design show calendar, and it is the most significant forum for design lovers. These shows will be displaying both classic and contemporary avant-garde art from June 16 to 21. Audi has had a presence as the sole automotive brand at the show since 2006. The brand’s passion for design has taken the form of various projects with international designers and architects such as Moritz Waldemeyer, Mirko Borsche, Bjarke Ingels and Clemens Weisshaar, Reed Kram and Konstantin Grcic. Audi A8L vehicles with quattro drive systems are being used for the exclusive shuttle service at the show.

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