



Culture & Trends Communications

Christian Günthner

Tel: +49 841 89-48356

E-mail: christian.guenthner@audi.de

www.audi-mediacycenter.com

Audi meets fashion at Berlin Fashion Trade Shows

Berlin/Ingolstadt, July 8, 2015 – Audi is promoting a creative dialog between designers from various disciplines. At the Audi stand at the Berlin Design Trade Show, SEEK, colorfully mixed teams tackle different design tasks. The show runs from July 8th through the 10th. In the evening Designer Anouk Wipprecht will be presenting her new collection inspired by the Audi A4 in Audi City Berlin.

For the second time, Audi is the partner of SEEK, Germany's most progressive fashion platform. During the show, teams from Audi and fashion designers will be working on different subjects, such as "emotionalization vs. technologization" and "modularity vs. functionality". The results of the teams will be displayed at the Audi stand for all visitors to see.

The exchange between the designers will help Audi identify future trends in colors and materials, among other benefits. "Berlin for us is the German capital of the fashion scene and with SEEK the perfect place for interdisciplinary exchanges," says Wayne Griffiths, Head of German Sales at AUDI AG.

That fashion also benefits automotive design will be demonstrated by the Dutch FashionTech artist Anouk Wipprecht on Wednesday evening in Audi City Berlin. She is famous for combining fashion and technology. Her new collection contains elements of the new Audi A4, including the diamond-shaped forms at the front end and the screen view of the virtual cockpit. Wipprecht's fashion creations also interact with the presentation technology of Audi City. For example, a dress can be virtually projected over the floor-to-ceiling screens of the building. "As the design process of the Audi A4 created a new car from a silhouette, my dresses relate the history of an evolution wherein an initial concept comes alive through elements of the car," says Anouk Wipprecht.

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Exclusive photographic material is available through the internet at www.audi-mediacycenter.com/trends-290.

For more about the program and the main topics of the Design Workshop at SEEK, go to <http://www.ignant.de/audixseek>.



About SEEK and FASHIONTECH:

For the second time, SEEK is taking place in the ARENA and presenting selected brands from the segments of Modern Menswear, Upper Streetwear, Elevated Sportswear, New Classics and Authentic Designer Collections. Influenced by subcultures, music, art and film, since its debut in 2009 SEEK has placed a high value on independence and loyalty. SEEK will be open on July 8th and 9th between 10 a.m. and 7 p.m. and on July 10th from 10 a.m. to 5 p.m. <http://www.seekexhibitions.com>

The #FASHIONTECH conference in the Berlin Kühlhaus is a platform for designers, tech experts and creative people for presenting and exchanging their ideas on the fashions of the future. Audi is sponsoring the conference. The FASHIONTECH will be taking place from July 8th through the 10th, between 10 a.m. and 6:30 p.m. <http://www.fashiontech.berlin>

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 CO2 neutral mobility.