



Product and Technology Communications

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Auto China 2016: Audi presents Audi connected mobility concept

- **Mixed mobility solution for urban areas**
- **Seamless navigation for car and integrated electric longboard**
- **New Audi Q3 debuts in China**

Ingolstadt/Beijing, April 25, 2016 - At Auto China 2016 in Beijing, Audi presents the Audi connected mobility concept, a concept car based on the Audi Q3, the brand's urban compact SUV. The concept offers sporty and multi-functional mobility for megacities with dense traffic and road restrictions. Tailored to markets with growing urbanization such as China, this lifestyle concept was developed at Audi Research & Development in Beijing and focuses on young, progressive drivers.

An electrically powered multifunctional longboard, measuring 1.05 meters in length, is integrated into the rear bumper of the car for convenient storage and removal. To ensure permanent usability, the device is charged automatically while loaded in the car. The board's premium design includes superior materials such as carbon fiber and aluminum.

The car's infotainment system is linked to the smartphone calendar of the user. Based on the destination and planned arrival time, the system will calculate the fastest mobility mix based on real-time traffic data. In case the longboard option is faster, the system will recommend a parking space nearby so that the driver may continue the commute to the destination with the electric board. The navigation information synchronizes with the Audi MMI connect App on the user's smartphone that continues to guide the route.

The multi-functional longboard has a battery range of more than 12 kilometers and reaches a maximum speed of 30 km/h. The board can be utilized in three riding modes: In "scooter mode", the phone is conveniently clipped to the unfolded handlebar to display directions. The speed is adjusted via remote control attached to the right handlebar grip. A backpack can be conveniently clipped onto the steering rack. With the handlebar folded down in "sport mode", the rider controls the speed via remote control in his hand. In a third mode, the board serves as a transport device for luggage or shopping bags: Connected wirelessly to a smartphone or smart-watch, the board automatically follows its owner.



The Audi connected mobility concept is based on the Audi Q3 which is produced locally in China. More than 70,000 units were sold in the region in 2015, making the Q3 the market leader in the premium compact SUV segment. At Auto China 2016, Audi launches the new Audi Q3 on the Chinese market.

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. In the second half of 2016, the production of the Audi Q5 will start in San José Chiapa (Mexico). 100-percent subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2015, the Audi Group delivered to customers approximately 1.8 million automobiles of the Audi brand, 3,245 sports cars of the Lamborghini brand and about 54,800 motorcycles of the Ducati brand. In the 2015 financial year, AUDI AG achieved total revenue of €58.4 billion and an operating profit of €4.8 billion. At present, approximately 85,000 people work for the company all over the world, about 60,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.