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Spectacular “Audi Late Light Show” to accompany world premiere of new Audi A5 Coupe

- **3D light show to introduce the world premiere of the Audi A5 Coupe**
- **Extensive supporting program will include “Summer Sounds” and a special exhibition on the history of the coupe**
- **Artistic advisor Prof. Klaus Schrenk: “The video mapping of the ‘Maxin10sity’ group of artists is a fusion of technology and art”**

Ingolstadt, May 2, 2016 – Audi is to present an impressive 3D video mapping light show at the Audi Forum Ingolstadt in advance of the world premiere of the new Audi A5 Coupe. On six consecutive evenings starting on Wednesday, May 25, visitors will be able to enjoy a spectacular light show by the renowned Hungarian group of artists “Maxin10sity.” Everyone is invited to the show – art fans, Audi employees and their families, as well as people from the region and beyond – when the 2,300-square-meter surface of the building on the Audi Piazza is transformed into a unique work of art during the “Audi Late Light Show.” Entry will be free of charge.

The “Audi Late Light Show” created specifically for the front of the Audi Forum building will feature dynamic sequences of images, energetic music elements and flowing colors. With the help of 55 video projectors each with a light intensity of 40,000 ANSI lumen, the group of artists Maxin10sity will illuminate the exterior of the Audi Forum building and transform the Piazza into a space for a special experience; each light show will last for ten minutes. “This art experience is a thank-you to the Audi employees and the people of Ingolstadt. In Ingolstadt, we have developed the new Audi A5 Coupe, we produce it here, and we will present it here as a new design icon to the world press for the first time on June 2,” stated Toni Melfi, Head of Communications at AUDI AG.

The former Director General of the Bavarian State Painting Collections, Prof. Dr. Klaus Schrenk, a renowned art historian and artistic advisor of AUDI AG, added: “The prizewinning team of Maxin10sity applies the most advanced technology: computer-generated images and sounds create a new visual reality;



technology and art merge into one. In this way, the artistic side of the ‘Audi Late Light Show’ provides a spectacular reflection of the technology company Audi.”

The opening show on Wednesday, May 25 will be accompanied by the “Summer Sounds” after-work event. A Munich DJ will play electronic music, creating a relaxing evening atmosphere. On the following days, film clips will provide insights into the upcoming international short-film festival “20min|max.” On the evening of May 29, the Audi Owners Club will present numerous classic and collectible cars on the Piazza. Food Trucks in the Audi Forum will ensure gastronomic variety every day from May 25 through May 30.

Another highlight taking place in parallel to the “Audi Late Light Show” is the special exhibition in the Audi museum mobile: “Dynamic Sculptures – The Tradition of Sportiness and Elegance at Audi”. In the context of the Audi A5 world premiere, it will present twelve historic coupes. The exhibition will open on Tuesday, May 3 and will extend to the Audi Piazza with two glass cubes containing changing exhibits.

Information overview:

- “Audi Late Light Show”: May 25 to 30 at 9:15 p.m. and 10:00 p.m.
- “Summer Sounds”: May 25, starting at 5 p.m.
- “Dynamic Sculptures” exhibition: May 3 to September 18
- Entry is free to the “Audi Late Show” and to the support events
- Further details on the support program and all press information:
www.audi-mediacyber.com/en/audilatelightshow

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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.