

Corporate Communications

Moritz Drechsel

Spokesman Sales and Marketing

Tel: +49 841 89-39914

E-mail: moritz.drechsel@audi.de

www.audi-mediacyenter.com/en

Audi partners with digital health incubator to tone up startups and drivers

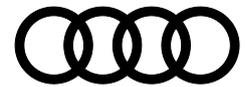
- **Participation in the Berlin-based “Flying Health Incubator”**
- **Sales chief Dietmar Voggenreiter: “Bringing the fitness trend into the connected car”**
- **“Audi Fit Driver” pilot project promotes driver health and safety in traffic**

Ingolstadt/Berlin, July 29, 2016 – AUDI AG becomes founding partner in Berlin’s “Flying Health Incubator”. The center supports startups that develop digital innovations in the healthcare sector. With its involvement, Audi is accelerating to develop “automotive health” as new business area – dedicated to enhance customer’s health and fitness while driving. With Audi Fit Driver, the brand is already testing innovative services and functionalities in this field.

“More than ever, health and fitness are becoming top priorities in our daily life. With the fully connected car, we are creating the time and space to respond to this need also while driving,” says Dietmar Voggenreiter, Board Member for Sales and Marketing at AUDI AG. “Automotive health is an outstanding example of the many opportunities that digitalization opens up for us.”

In the Flying Health Incubator, AUDI AG is entering into dialog with decision-makers from the startup scene and from the healthcare industry. Together, the partners will strive to identify trends, technical solutions and business models in the digital health market at an early stage. The incubator scouts startups with innovative concepts in this sector and assists them over multiple years. The focus of the cooperation for Audi is on new approaches to monitoring fitness and health and their integration into the brand’s ongoing development projects.

Audi Fit Driver is intended to allow drivers to arrive at their destinations in a more relaxed and healthy state than when they get into the car. With this, the system is also contributing to road safety. It is currently being used in first concept cars. The car’s sensors work together with a wearable – such as a smartwatch – to monitor the driver’s vital signs. The car’s systems respond accordingly to invigorate, relax or protect the driver: for example, with a seat massage, appropriate air conditioning and interior lighting, adaptive infotainment, or in a later development phase, with a piloted emergency stop.



The Flying Health Incubator helps startups develop their digital business strategies, from research to quality management and to project controlling. Within this framework, Audi employees will also be working alongside entrepreneurs from the digital health market. Along with a network of scientists, IT experts, investors and mentors, the incubator offers participants a research site at Berlin's Trauma Hospital (Unfallkrankenhaus Berlin).

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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, the Audi Group 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.