

Communications Culture / Trends

Christian Günthner

Tel: +49 841 89-48356

E-mail: christian.guenthner@audi.de

www.audi-mediacyenter.com

“The extra hour” installation by Audi and the LEGO® Group at Design Miami/

- “The extra hour” symbolizes new freedom offered by autonomous driving
- Audi RS 7 piloted driving concept displayed in the center of a giant clock face
- Audi a partner to Design Miami/ since 2006

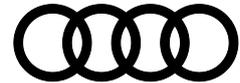
Miami/Ingolstadt, November 30, 2016 – More freedom thanks to more time: the central customer benefit offered by autonomous driving is being showcased by Audi at this year’s Design Miami/ exhibition, being held November 30 to December 4, 2016. Audi worked together with the LEGO Group to develop “The extra hour” installation specifically for the exhibition.

Self-driving cars relieve the strain on drivers while also giving them precious added time, since their hands and minds are freed up for other things during the drive. As a result, the Audi of tomorrow will become a place to work, relax and enjoy experiences. At Audi, this time gain is symbolized by the 25th hour – “The extra hour”. At Design Miami/, Audi partnered with the LEGO Group to give this new freedom a visual form with an installation. The Audi RS 7 piloted driving concept, placed at the center of a giant clock face, represents the focal point of this brand presentation. Also on display: The giant numeral “25”, made completely from LEGO bricks.

“Audi and the LEGO Group share a passion for innovation and inventiveness,” said Nils Wollny, Head of Digital Business Strategy & Customer Experience at AUDI AG. “This passion is also especially valuable in the development of new products and business models that relate to autonomous driving.” William Thorogood, Senior Innovation Director at LEGO Creative Play Lab, added: “We hope to inspire the imagination and creativity of the visitors with this installation and encourage them to allow themselves this break from their everyday routine. The 25th hour is the perfect time for that.”

Design Miami/ is being held November 30 to December 4, 2016, in Miami, Florida (USA). It is viewed as a worldwide design forum and each year draws the most influential art collectors, gallery owners, designers, curators and critics from all over the world to Miami. Audi has been the exclusive automotive partner to the exhibition since 2006.

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Additional visual material from Design Miami/ is available at www.audi-mediacycenter.com/en/design-exhibitions-4524.

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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.