



Culture & Trends Communications

Lena Hoppe

Spokeswoman

Tel: +49 841 89-48361

E-mail: lena.hoppe@audi.de

www.audi-mediacycenter.com

Audi extends partnership with the Berlin International Film Festival to 2019

- **Fostering the new innovation platform for the European film market**
- **Dietmar Voggenreiter, Board Member for Sales at AUDI AG: “Proud to continue supporting the Berlinale as an innovative platform”**
- **Berlinale Director Dieter Kosslick driving a low-emission Audi Q7 e-tron***

Berlin/Ingolstadt, December 8, 2016 – AUDI AG will remain the principal partner to the Berlin International Film Festival. The brand with the four rings will expand its involvement starting in 2017 to include the new innovation platform of the European Film Market (EFM) known as “EFM Horizon.” This platform fosters use of new technologies in the cinema like virtual reality and encourages the exchange of knowledge across industries. Together with the International Film Festival, Audi is also continuing the high-caliber Berlinale Open House program in the Audi Berlinale Lounge.

“Effective sponsorship of the arts has been an integral part of our corporate activities for more than 50 years. Platforms like the Berlin International Film Festival are an impressive way to promote interdisciplinary dialog and to make it possible to experience the interface between art and technology up close,” explained Dietmar Voggenreiter, Board Member for Marketing and Sales at AUDI AG. “Audi is therefore proud to be an active partner to the Berlinale in coming years and to further expand its collaboration in innovative formats.”

The new “EFM Horizon” innovation platform highlights the topic of digitalization, which is impacting the automotive and film industry alike. Increasing connectivity as a result of the Internet of Things, continuous availability thanks to cloud computing and new technologies such as virtual and augmented reality are changing user behavior in fundamental ways and driving the creation of new sales models.

“The Berlinale is an incubator for creativity and new trends. The openness and inquisitiveness of Audi – to view the Berlin International Film Festival as a laboratory for substantive initiatives – opens up new possibilities for us,” said Berlinale Director Dieter Kosslick. “We are extremely pleased that we will be continuing to work closely with Audi and will be expanding our partnership with the new platform ‘EFM Horizon presented by Audi’.”

The countdown to the 67th Berlin International Film Festival (February 9-19, 2017) began with the presentation of an Audi Q7 e-tron 3.0 TDI quattro* which will enable Kosslick to drive to all of his meetings in preparation for the Berlinale while maintaining a small carbon footprint.

*The collective fuel consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.



Visitors to the Audi Berlinale Lounge in 2017 will once again find an extensive program of events, including Lounge Nights featuring well-known musicians.

– End –

Fuel consumption of the models named above:

Audi Q7 e-tron 3.0 TDI quattro

Combined fuel consumption in l/100 km: 1.9 – 1.8** (*123.8 – 130.7 US mpg*);

Combined electrical consumption in kWh/100 km: 19.0 – 18.1**;

Combined CO₂ emissions in g/km: 50 – 48** (*80.5 – 77.2 g/mi*)

** Figures depend on the tire/wheel sets used.

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.