



Corporate Communications

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Audi etches symbols into car paint

- **Patented process modifies surface sheen to create matt lettering and graphics**
- **Audi Board of Management Member for Production Prof. Dr. Hubert Walth: “A high degree of individualization with maximum efficiency and flexibility”**
- **Available for the first time in the Audi exclusive program for the models Audi R8 Coupe and R8 Spyder**

Ingolstadt, January 24, 2017 – Audi has developed a process for the partial matting of painted surfaces. A special powder roughens the clear lacquer on the surface to a depth of a few thousandths of a millimeter so that individual markings become visible. With this process, the Audi exclusive program offers personalized design of the side blades for all R8 customers.

The process developed by Audi experts makes each Audi unique. As the desired symbols are applied to components after being painted, the process can easily be integrated into normal series production. “The method of partial matting is an excellent example of the flexibility of our production. Being able to implement individualization in normal series production is one of the aims of our smart factory,” stated Prof. Dr. Hubert Walth, Member of the Board of Management for Production at AUDI AG.

Painting an automobile consists of – in addition to the cathodic dip coating to protect against corrosion – at least three further coats: filler, base coat and the transparent lacquer as the top protective coat. With the newly developed process, a template of the desired pattern is first placed on the component. A blasting system then sprays a special powder onto the surface, which roughens the clear lacquer to a depth of just a few thousandths of a millimeter – less than a tenth of the thickness of a human hair. This creates the effect of a matt and homogeneous pattern.

“With this process, we modify the brilliance of the paintwork and the intensity of its sheen. Light hitting the surface is then reflected diffusely by the individualized surface areas. This makes it appear matt,” explained project manager Dr. Erhard Brandl. Production section head Mirko Endres added: “This form of individualization is weather resistant, unlike conventional lettering and stickers, and it has a much more high-quality appearance.”

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



The Audi paint shop can apply almost any pattern that a customer might desire and which does not affect any third-party rights. At present, components with a size up to a meter by a meter can be processed in this way. The super sports car Audi R8 is the first model for which this technology is offered through the Audi exclusive individualization program. If desired, R8 customers can have their individual lettering and graphics applied to the side blades of the Coupe and the open Spyder version. It is planned to extend the offer to other models in the future.

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Fuel consumption of the models named above:

Audi R8 Coupe:

Combined fuel consumption in l/100 km: 12.3-11.4

CO₂ emissions combined in g/km: 287-272

Audi R8 Spyder:

Combined fuel consumption in l/100 km: 11.7

CO₂ emissions combined in g/km: 277

** The ranges of quoted figures for fuel consumption and CO₂ emissions depend on the tires and wheels fitted as well as the engine/transmission versions.

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. 100-percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2016, the Audi Group delivered to customers about 1.871 million automobiles of the Audi brand, 3,457 sports cars of the Lamborghini brand and 55,451 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 88,000 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.