



Culture & Trends Communications

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Innovative on-board products for airlines: Audi Industrial Design cooperates with SPIRIANT

- **Partners create new design solutions for flight cabins**
- **Focus on comfort and ergonomics for passengers and on-board staff**
- **Product premiere at the trade show “World Travel Catering and Onboard Services Expo“**

Ingolstadt, April 4, 2017 – Audi Industrial Design creates products for airlines. Together with aviation experts of SPIRIANT, the concept design studio of the brand with the four rings has drafted three collections for the premium categories of airlines. The collections are presented for the first time at the trade show “World Travel Catering and Onboard Services Expo”.

Both collections, “Smart Comfort” and “Relax & Recharge”, are focused on the well-being of passengers. A new sleep mask made of softshell upper material enables passengers to fall asleep while listening to their favorite tunes – regardless of their sleeping position. Therefore, the designers created specifically defined areas at both sides of the mask, into which the passengers can integrate flat speakers. By retracting the eye-cover, the sleep mask can also be used as a headband.

The Thermo Cape from the “Relax and Recharge” Collection provides relaxation on long-distance flights. The incorporated heat-emitting layer runs off a USB port and relaxes the traveler’s musculature. Thanks to the removable warming electric blanket, the cover can be easily cleaned.

With their flexible and adaptive fitting, the “Smart Comfort” Collections slipper socks are a solution for passengers with cold feet. It takes not more than two actions to transform a flat-folded band of cloth with a sole into a comfortable shoe. The adaptive material caters to ideal wearing comfort.

Another product is a newly developed seat cover. In an unfolded state, it covers up the whole seating area and, mounted to the headrest, prevents the seat cover from slipping out of place. Additional sleeping comfort can be provided through a light and 3D-knitted mattress.

The “Dine & Delight” Collection sets a clear focus on optimizing the workflow of cabin crews. A modular tray system with indentations for storing crockery and a drinking glass with a lid aims at simplifying the act of serving in the future.



The jointly developed products of Audi Industrial Design and SPIRIANT do not just target onboard services. Another potential field of application is the driverless automobile industry. “The comfort and well-being of passengers plays an essential role in both planes and piloted vehicles. This innovative way of travelling enables passengers to spend their journeys either relaxing or working, instead of sitting behind the wheel. In the long term, many of the developed products will be applicable to Audi models,” says André Georgi, Head of Audi Industrial Design.

At the World Travel Catering and Onboard Services Expo (WTCE), Audi Industrial Design and SPIRIANT will present their jointly developed product portfolio for the first time. The largest trade fair for Onboard-services worldwide takes place in Hamburg, Germany, between the 4th and the 6th of April.

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Audi Industrial Design

It was more than 30 years ago that the brand with the four rings founded the Audi Concept Design Studio in Munich. The objective was to make many facets of the “Vorsprung durch Technik” experience accessible. Today the site is shared by the Automotive Design and Industrial Design teams. Led by André Georgi, the professionals at Audi Industrial Design work with partners to develop and shape innovative design concepts that emphasize the essence of the Audi brand.

SPIRIANT

For about 20 years, SPIRIANT has been equipping airlines all over the world with inflight service equipment. SPIRIANT has its headquarter in Neu-Isenburg (Hesse, Germany) and is a subsidiary of the LSG Group as well as the world-leading provider of products and services related to on-board services. The portfolio of SPIRIANT includes design, development and procurement of inflight service equipment such as dishes and comfort items.

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 1.868 million automobiles of the Audi brand, 3,457 sports cars of the Lamborghini brand and 55,451 motorcycles of the Ducati brand. In the 2016 fiscal year, AUDI AG achieved total revenue of €59.3 billion and an operating profit of €3.1 billion. At present, approximately 88,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.