

Corporate Communications

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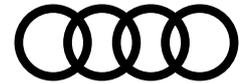
Audi and Johannes Kepler University of Linz to establish center for artificial intelligence

- **Cooperation with Prof. Sepp Hochreiter's Institute of Bioinformatics**
- **The "Audi.JKU deep learning center" will focus on self-learning functions in connection with cars**
- **Michael Schmid, Head of the Audi Academy: "We are ensuring the knowledge transfer from research into practice"**

Linz/Austria, June 21, 2017 – Audi and the Johannes Kepler University of Linz (JKU) are to conduct joint research into the intelligent car of the future. For this purpose, the university and the brand with the Four Rings will now establish the "Audi.JKU deep learning center" in Linz. Through cooperation with the Institute for Bioinformatics headed by Prof. Sepp Hochreiter, Audi plans to promote the use of artificial intelligence in automobiles.

Prof. Sepp Hochreiter is one of Europe's leading experts in the field of artificial intelligence (AI). He has made major contributions with fundamental research into deep-learning technologies – a methodology that is based on the learning processes of the human brain. The long short-term memory (LSTM) that he developed is used for speech-recognition software in all smartphones all over the world. Hochreiter's Institute for Bioinformatics at the Johannes Kepler University of Linz (JKU) has long been held in high regard by AI experts. Exchanges of opinions and experience with Audi on the subject of autonomous driving have been taking place for several years, and the two partners successfully concluded their first joint project in 2016. "The application of AI has enormous potential for self-driving cars, not just for speech recognition, but even for predicting passengers' intentions and needs, and reacting to them," stated Prof. Sepp Hochreiter. "Thanks to LSTM networks, drivers in the future will feel safer in their cars than in their own living rooms."

"With the establishment of the 'Audi.JKU deep learning center,' we are placing our cooperation on solid foundations," said Michael Schmid, Head of the Audi Academy. "We are thus creating a win-win situation for both sides. Audi is supporting the essential basic research in the field of artificial intelligence. At the same time, we are ensuring rapid knowledge transfer into practice and making contacts with talented young people." As part of the cooperation, Audi will also support selected young scientists at JKU Linz.



The “Audi.JKU deep learning center” starts work with five projects. Research will be conducted for example into how cars driving in piloted mode in complex traffic situations can be exactly aware of and interpret their environment. Potential dangers must be recognized at an early stage and reaction times must be optimized. Another project deals with the use of artificial intelligence in vehicle sensors. “The latest findings are vital for us to make our cars more intelligent step by step,” explained Dr. Peter Steiner, Chief Executive of Audi Electronics Venture GmbH. Audi’s software company functions as a specialized interface and contact point for JKU Linz. “We have been developing our global network in the field of artificial intelligence for many years, and are delighted that we have been able to gain Prof. Hochreiter and his institute as an additional competent partner,” said Steiner.

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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. 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.