



Audi is making the history of the Salzburg Festival “experienceable”

- **Virtual journey to milestones in the 101 year-old festival’s history in an Audi e-tron**
- **New technology links virtual reality content with travel movement in real time and creates a particularly intense experience**
- **A showcase drive through Salzburg demonstrates the future potential of the networked car as an entertainment platform**

Ingolstadt/Salzburg, July 7th, 2021 – Virtual time travel in an Audi e-tron: At the Salzburg Festival 2021, Audi is linking tradition with innovation and inviting all festival visitors and interested parties on an eventful drive through this history of the festival. In the back of an Audi e-tron, guests approach several locations that played a particular role in the festival’s development. That journey utilizes technology that was originally advanced by Audi and the company holodeck and that carries passengers off to three-dimensional worlds via virtual reality glasses while integrating vehicle movements into the experience in real time. About 1,000 experience drives are planned during the course of the festival. In the process, Audi is retrospectively celebrating its 25th anniversary as a leading sponsor and the 100th anniversary of the Salzburg Festival after these rides were canceled last year.**

“Tradition meets innovation: premium offerings, progressive concepts, and strong roots connect Audi and the Salzburg Festival. For the 25th anniversary of this strong partnership, we are presenting a look forward into the future of our in-car entertainment via virtual time travel back to milestones in the festival’s history. Just as the festival surprises and inspires its audience anew each year, Audi is also continuously creating advancement’ that excites its customers,” says Hildegard Wortmann, Audi Board member for Sales and Marketing.

In the Audi e-tron, passengers experience historical scenes from the festival’s past via VR glasses. Musical milestones are at the center of the three-dimensional animated VR journey through Salzburg. This virtual time travel also includes a look into the future. The immersive technology combines the indicated content in real time with relevant data points from the car, like acceleration and steering as well as navigation information on the travel route and time. This not only responds to the passenger’s visual and acoustic senses, but the driving dynamics and the car’s acceleration are also integrated into the experience.

The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.

*Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used and on the equipment and accessories of the car.

**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.



More opportunities for learning and working are in progress

Audi initiated the development of innovative VR technology and tech entertainment startup holoride pushed it forward. In the future, the increasing automation of car travel will not only make new forms of entertainment offerings possible while driving – it will also open up more possibilities for learning and working along the way.

Additionally, the movement-synchronized journey through virtual worlds reduces the motion sickness that often accompanies conventional consumption of visual media in the car. holoride has set its sights on establishing this technology as a new, sustainable entertainment format, together with partners from the automotive and media industries. Audi is one of holoride's co-founders.

With the further expansion of car-to-X infrastructure, traffic events could also become part of the experience over the long term: stops at traffic lights would be unexpected obstacles in the plot or educational software would be interrupted with a short quiz.

Audi provides the festival's fleet

Creativity and advancement push the Salzburg Festival and Audi forward. Their lasting, vibrant partnership has existed since 1995. As a leading sponsor, the company helps the festival to offer art on a world-class level. Audi also provides the festival's fleet of cars that take artists to rehearsals and performances. Additionally, about 2,500 guests use Audi's shuttle service every year during the festival, which has already consisted of fully electric models in years past. This year, festival visitors can choose between the Audi e-tron Sportback, the Audi RS e-tron GT**, and the Audi Q4 e-tron.

Audi has a strong tradition of cultural commitment. With the establishment of the Audi Wind Philharmonic by employees more than 50 years ago, Audi became aware of the need to promote cultural activities in the long term, thereby fulfilling its social responsibility. Audi's cultural program includes its own formats such as the Audi Summer Concerts or the Audi Youth Choir Academy, as well as sponsorship of high-caliber cultural institutions such as the Salzburg Festival Games. Culture at Audi stands for creative dialogue with classical music, theater, jazz, electro, pop or the visual arts. This self-image is brought to life individually at all Audi locations.

Information on registration for and the course of the VR experience in Salzburg is below www.audi-salzburgerfestspiele.de/VR-experience.

*Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used and on the equipment and accessories of the car.

**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.



Culture Communications

Elise Pham
Spokesperson culture
Ingolstadt
Phone: +49 841 89 48168
Email: elise.pham@audi.de
www.audi-mediacyenter.com

Product and Technology Communications

Stefan Grillneder
Spokesperson Audi A8, connect, electronics,
5G, HMI, data security
Ingolstadt
Phone: +49 841 89 41449
Email: stefan.grillneder@audi.de
www.audi-mediacyenter.com/de



About holoride

German startup holoride is developing a completely new content category for passengers by linking extended reality (XR) content with data points from the vehicle in real time. These data points include physical responses like acceleration and steering, traffic information, and driving routes and times. holoride technology makes a new immersion in every kind of XR content possible, creating a breathtakingly immersive experience and, beyond that, significantly reducing the symptoms of motion sickness. The entertainment tech startup was founded in Munich in late 2018 by Nils Wollny, Marcus Kühne, Daniel Profendiner, and Audi, which holds a minority stake in the startup. holoride was honored as “Best of CES” (Las Vegas, 01/19). Moreover, holoride was selected by *Time* magazine for its 100 Best Inventions of 2019 list in November of that year, is part of the global innovation platform STARTUP AUTOBAHN powered by Plug and Play, and was able to win the prestigious SXSW Pitch in spring 2021 along with designation as Best in Show.

You can find additional information about holoride at www.holoride.com

Contact

Rudolf Baumeister
Director Marketing & Communications
+49 174 169 6573
rudi@holoride.com



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 19 locations in 12 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy), and Ducati Motor Holding S.p.A. (Bologna/Italy).

In 2020, the Audi Group delivered to customers about 1.693 million automobiles of the Audi brand, 7,430 sports cars of the Lamborghini brand and 48,042 motorcycles of the Ducati brand. In the 2020 fiscal year, AUDI AG achieved total revenue of €50.0 billion and an operating profit before special items of €2.7 billion. At present, 87,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.

Fuel consumption of the models named above

Information on fuel/electricity consumption and CO₂ emissions in ranges depending on the tires and alloy wheel rims used and on the equipment and accessories of the car.

Audi e-tron

Combined electric power consumption in kWh/100 km (62.1 mi)*: 26.1–21.7 (WLTP); 24.3–21.4 (NEDC); combined CO₂ emissions in g/km (g/mi)*: 0 (0)

Audi e-tron Sportback

Combined electric power consumption in kWh/100 km (62.1 mi)*: 25.9–21.0 (WLTP); 24.0–20.9 (NEDC); combined CO₂ emissions in g/km (g/mi)*: 0 (0)

Audi RS e-tron GT

Combined electric power consumption in kWh/100 km (62.1 mi)*: 22.5 –20.6 (WLTP); 20.2 – 19.3 (NEDC); combined CO₂ emissions in g/km (g/mi)*: 0 (0)

The indicated consumption and emissions values were determined according to the legally specified measuring methods. Since September 1, 2017, type approval for certain new vehicles has been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Since September 1, 2018, the WLTP has gradually replaced the New European Driving Cycle (NEDC). Due to the realistic test conditions, the fuel consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. Vehicle taxation could change accordingly as of September 1, 2018. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp.

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer. They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electrical consumption, CO₂ emissions and performance figures.

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the "Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models," which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).