

## Audi, Start-Ups and Tech Talent at Bits & Pretzels

- The Founders Festival will be held from September 25 to 27, 2022 in Munich and in person for the first time in two years.
- Audi is an event sponsor and will have its own stage to connect with visionaries such as futurologist Kirstine Fratz, influencer Laura Lewandowski, and Patrick Hennig, co-founder of the luca app
- Miriam Mayer-Ebert, Head of General Services at AUDI AG, on the central theme of New Work: “With our company agreement ‘Hybrid Working,’ we established a framework for maximum flexibility.”

Ingolstadt/Neckarsulm/Munich, September 22, 2022 – Back on stage in the founders’ scene: after two years in virtual format, Bits & Pretzels is returning to Munich on-site – and Audi is back on board. At the conference from September 25 to 27, 2022, Audi experts will exchange ideas with international thought leaders and founders about what will move people in the future. On Monday (September 26), Patrick Hennig, co-founder of luca app and CEO of culture4life GmbH, futurologist Kirstine Fratz, and influencer Laura Lewandowski will discuss topics such as the future of mobility and “New Work” during the six-hour program organized by the company with the four rings.

Audi’s working environment is as flexible as that of a startup. Desk sharing, freedom of choice as to the place of work, and no fixed requirements for on-site attendance: “With our new [company agreement ‘Hybrid Working,’](#) we are establishing a framework for maximum flexibility,” says Miriam Mayer-Ebert, Head of General Services at AUDI AG. The internal “better normal” project promotes even greater freedom for employees to find a work model that suits them. But Mayer-Ebert is convinced that the change is happening first and foremost in people’s minds. At Bits & Pretzels, Audi can exchange ideas with new-work experts, such as influencer Laura Lewandowski, on how holistic approaches strengthen personal responsibility and trust and thus create space for innovation.

“Shaping the future together is an expression of Audi’s attitude. We don’t just show this with our products,” says Henrik Wenders, Head of Audi Brand. “At Bits & Pretzels, we can talk to other visionaries about progress in all areas of life. This holistic perspective generates innovative solutions.”

### Dealing Responsibly with Technology – The &Audi Initiative

From health apps and route planning to automated driving: the &Audi Initiative is exploring what data-driven technologies and services can do – and what is needed to do so – under the heading “It’s a give and take.” Between performance and data protection: Patrick Hennig, co-founder of the luca app, and experts from Audi and CARIAD will discuss the tension between these two areas.

Since 2016, the &Audi Initiative has brought together experts from different disciplines and sectors, thus contributing to the responsible use of technology.

### **Ahead of the Zeitgeist: Business Ideas and Cracks in the Matrix**

Ideas that improve the experience of mobility and offer people added value in their day-to-day lives are the focus of the Audi Denkwerkstatt and the start-up accelerator Techstar. With [their joint program](#), they support founders in developing their concepts.

But how do companies know what will move people in the future? “Zeitgeist research has a lot to do with perception in the present. The zeitgeist always becomes visible when our acknowledged social beliefs cease to function,” says Kirstine Fratz. The zeitgeist researcher calls this “the crack in the matrix.” For example, she noticed that society increasingly asks for assistance when it comes to mobility. “Factors such as artificial intelligence and digital connectivity are becoming increasingly important,” explains Fratz in an interview on [progress.audi](#). At Bits & Pretzels, she will discuss the future of mobility together with Henrik Wenders.

### **All About Bits & Pretzels**

This year, many more experts and scientists will be on Audi’s stage – including holoride CEO Nils Wollny, nunam co-founder Prodip Chatterjee, and Prof. Lutz Fügener, Professor of Transportation Design at Hof University of Applied Sciences. Since 2014, Bits & Pretzels has brought together founders, startup enthusiasts, and investors. The [full program](#) is available on the [organizers’ website](#).

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2021 hat der Audi Konzern rund 1,681 Millionen Automobile der Marke Audi, 8.405 Sportwagen der Marke Lamborghini und 59.447 Motorräder der Marke Ducati an Kund\_innen ausgeliefert. Im Geschäftsjahr 2021 erzielte die AUDI AG bei einem Umsatz von €53,1 Mrd. ein Operatives Ergebnis vor Sondereinflüssen von €5,5 Mrd. Weltweit arbeiten mehr als 89.000 Menschen für den Audi Konzern, davon rund 58.000 in Deutschland. Mit seinen attraktiven Marken sowie neuen Modellen, innovativen Mobilitätsangeboten und wegweisenden Services setzt das Unternehmen den Weg zum Anbieter nachhaltiger, individueller Premiummobilität konsequent fort.

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