



Corporate Communications

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Bits & Pretzels Event 2020: Audi offers digital showcase for start-ups and expert talks

- Audi is once again an active partner in this year's Bits & Pretzels event and is offering added value through a virtual dialogue with international experts
- For the first time, online sessions will give the virtual participants insight into topics such as new leadership, brand strategy and business models for the future in a three-hour Audi program
- Hildegard Wortmann, Audi Board Member for Sales and Marketing: "Innovations are driving the transformation – this mindset is firmly embedded in Audi's DNA. With Bits & Pretzels as a partner, we are bringing together innovative thought leaders from all over the world."

Munich/Ingolstadt, September 24, 2020 – As an active partner to Bits & Pretzels, Audi is once again hosting a program with international experts in 2020 to discuss and exchange relevant knowledge with the start-up scene. This year the traditional Bits & Pretzels event will take place for the first time purely online as a Networking Week from September 27 to October 2, and will be broadcast live worldwide. On September 30, interested parties can join in for six Audi online sessions with the theme "Let's Talk about Living Progress" from 4 to 6 p.m. (CEST). Hildegard Wortmann, Audi Board Member for Sales and Marketing, will kick off the event by discussing new leadership in the era of transformation with Cawa Younosi (Head of Human Resources SAP Germany). In addition, the innovation unit Audi Denkwerkstatt (September 29, 2:20 p.m.) and the Audi Social Media Team (September 29, 2:40 p.m.) will share relevant practical knowledge in the Bits & Pretzels master classes.

Communication as equals, interaction with guests and substantive inspiration for daily work – this is what the Bits & Pretzels audience requires. Audi wants to add value here and has therefore been a permanent member of the innovative Bits & Pretzels community for years. "Whether in the Group or in a start-up: Innovations are driving the transformation. This mindset is firmly embedded in Audi's DNA – Vorsprung durch Technik," says Hildegard Wortmann, Audi Board Member for Sales and Marketing. "With Bits & Pretzels as a partner, we are pursuing this clear objective and are bringing together innovative thought leaders from all over the world. This is about progress and fresh ideas as well as about shaping the future."



During the first virtual Bits & Pretzels Networking Week, Audi is curating six online sessions on the topic of “Living Progress” on September 30 from 4 to 6 p.m. International speakers will analyze topics such as new leadership, brand strategy and business models for the future of mobility and will share their insider perspectives with the start-up community. In addition, the virtual audience will ask questions in real time using a chat function. The speakers will respond directly during the online session. In the Bits & Pretzels master classes, the corporate innovation unit Audi Denkwerkstatt (September 29, 2:20 p.m.) and the Audi Social Media Team (September 29, 2:40 p.m.) will share practical knowledge about innovation methods and building a successful corporate profile in social media.

Since 2014, the Bits & Pretzels festival has been bringing together founders, investors, start-up enthusiasts and other decision-makers from the start-up sector. At the event, entrepreneurs from all over the world meet up to share their experiences and to network. Due to the COVID-19 pandemic, the event will take place this year in virtual form. Named the digital [“Bits & Pretzels Networking Week.”](#) a live-streamed event in English will run from September 27 to October 2, 2020. Audi has been a partner of the festival since 2018.

Chronological overview of the Audi vertical in the live stream:

“Let’s Talk about Living Progress” on September 30, 2020 (CEST)

- 4:00 p.m. “New Leadership? Learnings of leaders in times of crisis and beyond.”**
Hildegard Wortmann (Member of the Board of Management of AUDI AG, Sales & Marketing), Cawa Younosi (Head of HR SAP Germany)
- 4:20 p.m. “Brand-new Brand – How do you build a brand to become more valuable?”**
Henrik Wenders (Senior Vice President Brand Audi, AUDI AG)
- 4:40 p.m. “Seven digital trends from China that have experienced growth during the crisis”**
Christian Balzer & Ming Zhu (Audi China), Marcel Münch (trend platform DONGXii)
- 5:00 p.m. “Corporate Innovation Units: How to implement new digital business successfully in the long term?”**
Matthias Brendel (Head of Audi Denkwerkstatt), Lennart Dobravsky (Director Research & Intelligence Lufthansa Innovation Hub), MC: Catherine Bischoff
- 5:20 p.m. “Mobility as rich ground for start-ups: First-hand expertise on promising chances for new business models”**
Thomas Andrae & Founder Pitch with Nicola Büsse (MOBIKO GmbH), Christian Lang (Chargery GmbH), Jakob Muus (Tracks GmbH)
- 5:40 p.m. “Diverse mindsets for added value: The chances of combining start-up and corporate culture. Three key take-aways from living between two worlds”**
Anna Trunk (HR Innovationmanagement AUDI AG), Nicola Büsse (MOBIKO GmbH), Nicolai Gropper (Audi Business Innovation GmbH)

Information for editors:

Here is the [link](#) for accreditation. Please note in one of the fields that you have received the invitation from Audi. Accessing the link enables your participation in the entire event. You can select the Audi program on the platform itself after logging in.



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 11 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 2019, the Audi Group delivered to customers about 1.845 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of €55.7 billion and an operating profit of €4.5 billion. At present, 90,000 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.
