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From lightweight carbon fiber technology to by wire: the new Audi Technology Magazine

- **Audi provides an insight into the latest technical developments**
- **Board Member for Development, Michael Dick: “Today we are working on technologies which still seemed impossible yesterday.”**
- **Augmented reality brings technologies to life with attractive films**

Ingolstadt, March 2, 2012 – Will we be driving without a steering wheel in future, will cars soon be self-piloted and how much lighter can a car become?

The Audi Technology Magazine is dedicated to these questions. The second issue of the magazine shows which innovative developments Audi is working on. From futuristic lighting technology to innovative mobility concepts and the Multimaterial Space Frame – employees in all areas are dedicated heart and soul to making the future of the automobile reality.

“Never before were the approaches for solving tomorrow’s challenges as complex and diverse as they are today,” says Michael Dick, Development Board Member at AUDI AG. From the intelligent vehicle that thinks for itself and predicts dangers to ultramodern engine technologies and futuristic lighting design – the second issue of the technology magazine shows with which developments Audi is helping to shape the automotive future. It provides a look behind the scenes and illustrates the breadth of new ideas with which Audi is fundamentally rethinking the car.

However, technology is not the sole focus of the new magazine. Without the employees who devote their passion and energy every day to developing innovations at Audi, “Vorsprung durch Technik” would be nothing more than an empty promise.



The technology magazine therefore also presents the people behind the forward-looking developments. Readers can also enjoy the latest technology when reading the technology magazine. Augmented reality blurs the line between picture and video. Impressive short films make an almost real-life experience of the stories possible.

The technology magazine “Encounter” informs readers twice a year about the new developments and technologies from the Audi brand. Audi offers the magazine through a free subscription service. Anyone interested can sign up for future issues at encounter-magazine@audi.de. Visit encounter.audi.com for information and videos on the Audi Technology Magazine.

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The Audi Group delivered around 1,302,650 cars of the Audi brand to customers in 2011. From January through the end of September 2011 the Company posted revenue of €32.4 billion and an operating profit of €3.96 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). The Audi Q7 is built in Bratislava (Slovakia). In July 2010, CKD production of the Audi Q5 was added to the existing Audi A4 and A6 manufacturing operations in Aurangabad (India). At the Brussels plant, production of the Audi A1 has been running since May 2010, while production of the new A1 Sportback began in 2012. The Audi Q3 has been built in Martorell (Spain) since June 2011. The Company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include AUDI HUNGARIA MOTOR Kft., Automobili Lamborghini Holding S.p.A. in Sant'Agata Bolognese (Italy) and quattro GmbH in Neckarsulm. Audi currently employs around 63,000 people worldwide, including around 47,900 in Germany. Between 2012 and 2016 the brand with the four rings is planning to invest more than €13 billion – mainly in new products, human resources and the extension of production capacities – in order to sustain the Company's technological lead embodied in its “Vorsprung durch Technik” slogan. Audi is currently expanding its site in Győr (Hungary) and will start production in Foshan (China) in late 2013. By 2015, Audi plans to increase the number of models in its portfolio to 42.

Audi has long been fulfilling its social responsibility on many levels – with the aim of making the future worth living for generations to come. The basis for Audi's lasting success is therefore formed by environmental protection, the conservation of resources, international competitiveness and a forward-looking human resources policy. One example of AUDI AG's commitment to environmental issues is the newly established Audi Environmental Foundation. Under the heading of “Audi balanced mobility,” the Company is directing its activities toward a major goal – comprehensive CO₂-neutral mobility.