

Sustainably impressive: Audi House of Progress opens in the Autostadt Wolfsburg

- **Audi Pavilion in the Autostadt is the first permanent Audi House of Progress**
- **Exhibition concept brings digitalization, design, performance, and sustainability to life for visitors**
- **With temporary Audi House of Progress locations in urban hot spots, Audi meets its customers on their home ground**

Wolfsburg, March 21, 2023 – Audi has completely redesigned its pavilion in the Autostadt Wolfsburg and converted it into the only permanent location for the Audi House of Progress exhibition concept. Now, the brand’s new experience center is opening its doors. Audi is bringing its four brand values of digitalization, design, performance, and sustainability to life for the site’s visitors. The Audi House of Progress concept offers them space to connect with the Audi brand and get to know the company, its products, and its values. The result is direct contact between people and brand. The locations are not sales outlets. On the contrary, they make the Audi spirit accessible through direct involvement with relevant content and products.

Unlike the Audi House of Progress in the Autostadt, all the other concept locations are temporary. Audi is opening them in urban hot spots as a way of going to the heart of its customers’ lives. In 2022, Audi House of Progress sites opened in Vienna, Seoul, and Milan, among other places. In addition to the permanent installation in Wolfsburg, in the spring of 2023, an Audi House of Progress will also open in Riyadh, the capital of Saudi Arabia. Additional locations are already being planned.

The road to the Audi House of Progress Wolfsburg

Alterations to the Audi Pavilion in the Autostadt amounted to a complete remodeling of the existing building’s interior. In addition to renovating its internal technology, the main focus was the exhibition concept. To increase transparency and create space for new exhibits and new sight lines, the reinforced concrete forming the rotunda which contains the central staircase of the building was opened up.

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.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

The new Audi House of Progress shows that Audi's sustainable aspirations do not only apply to products, manufacturing, and the supply chain, but also to its touch points with customers and fans. The idea behind the Audi House of Progress is to no longer require alterations for new exhibits, which is completely in line with the goal of sustainability. The only things that will change are the digital content and the exhibits, like cars and furnishings. That way, new topics and products can be integrated into each exhibition quickly and easily. It will turn the company's promise that "future is an attitude" into a changeable concept with an emphasis on making the Audi brand tangible and real for visitors.

Right in the entry area to the Audi House of Progress, the Table of Visions offers a look at the company's visions of the future. A moving walkway flanked by questions about brand topics leads away from there and into the pavilion's exhibition areas, which span two levels.

Highlights of the exhibition

The first level houses exhibits on digitalization and design. Alongside the A6 e-tron concept and the Audi A8 60 TFSI e* plug-in hybrid, there are exhibits that bring both subjects to life on an elongated lowboard. Examples from the digital field include digital OLED rear lights that playfully display various dynamic lighting scenarios and, in doing so, reveal the technology's possibilities. Additionally, materials like the recycled substance Econyl, a clay model of the Audi e-tron GT quattro*, and 3-D printed vases in current color options are also presented. Visitors can take sketches from Audi Design home with them.

In the Audi House of Progress, the Digital Matrix LED front headlights of the Audi A6 e-tron concept are converted into projectors and playfully demonstrate the potential of Audi Lighting Technologies. A floor projection for the performance area leads to the second level. The image is derived from the audio signal of a film that is shown in that area and it changes depending on the volume, intensity, and dynamics.

An Audi RS e-tron GT* and a showcase for the Audi e-tron foil by Aerofoils bring the brand value of performance to life. Along with the Q4 e-tron*, the Sustainability Table provides information about the circular economy and sustainable collaboration.

The heart of the pavilion is the "Blog of Progress" in the open rotunda, which spatially links both of the upper exhibition levels with the entrance level. The blog's real-time content is generated from the Audi brand's daily updated highlight subjects and brand focal points. Thanks to a social media installation, anyone who is interested can sit in the back seat of a concept car from the sphere family at the end of the tour.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 22 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2022, the Audi Group delivered 1.61 million Audi vehicles, 15,174 Bentley vehicles, 9,233 Lamborghini vehicles, and 61,562 Ducati motorcycles to customers. In the 2022 fiscal year, AUDI Group achieved a total revenue of €61.8 billion and an operating profit of €7.6 billion. Worldwide, more than 87,000 people worked for the Audi Group in 2022, over 54,000 of them at AUDI AG in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.

Fuel/electric power consumption and emissions values of the models named above:****Audi e-tron GT quattro**

Combined electric power consumption in kWh/100 km (62.1 mi): 21.6–19.6;
Combined CO₂ emissions in g/km: 0

Audi RS e-tron GT

Combined electric power consumption in kWh/100 km (62.1 mi): 22.1–19.8;
Combined CO₂ emissions in g/km: 0

Audi Q4 e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 20.2–16.1;
Combined CO₂ emissions in g/km: 0

Audi A8 60 TFSI e

Combined fuel consumption in l/100 km: 2.1–1.7 (112.0– 138.4 US mpg);
Combined electric power consumption in kWh/100 km (62.1 mi): 23.6–21.9;
Combined CO₂ emissions in g/km: 0

Consumption and emissions values are only available according to WLTP and not according to NEFZ for this vehicle. Information on fuel consumption and CO₂ emissions in ranges are dependent on the chosen vehicle specification.

***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 more realistic test conditions, the consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. 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 electric power 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).