



**Product/Technology Communications**

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## **The Audi urban concept – a completely new kind of concept car**

- **An innovative urban concept car with 1+1 seats**
- **Sleek cockpit made from CFRP, free-standing wheels with protective plates**
- **Elaborate suspension, compact electric drive system for sporty performance**

**Ingolstadt, August 10th, 2011 – Audi is once again opening up new horizons: the Audi urban concept is a 1+1-seat, ultra-light car for congested urban spaces. The technical study, which will be shown at the Frankfurt Auto Show (IAA) 2011, does not fit under any of the conventional categories – the Audi urban concept combines elements of a racing car, a fun car and an urban car into one radical new concept.**

The Audi urban concept is not based on any previous model – its development is solely oriented on the strict principles of lightweight construction, efficiency and reduction. The result is a concept car with no unnecessary weight, and one that concentrates on the pure essence of sporty motion.

The Audi urban concept has a sleek body. The wheels are free-standing, their surrounding protective plates feature blinking strips of LED lights. The highly concentrated look of the technical study, with its forward-urging lines, is dynamic and emotional – it lends Audi's design language a completely new impetus.

On board there is room for two people, their position slightly staggered and at a sporty, low level. All controls and materials are subject to the dictates of ultra-lightweight construction in order to ensure they convey a completely unique, sensory allure. The driver can adjust the steering wheel and pedals to his own body measurements. The roof is designed to be maneuverable and slides to the rear to open. This enables entry to the car.



The technology in the Audi urban concept reflects the full capabilities of the brand, especially when it comes to ultra-lightweight construction. The cockpit consists of carbon fiber-reinforced polymer, which integrates the undercarriage of both seats. The Audi urban concept rolls on wheels with a 21-inch diameter.

Two e-tron electric motors provide the propulsion – providing the ultra-light Audi urban concept with the ability to accelerate powerfully. A lithium-ion battery supplies the energy – ideal for extended city tours.

- End -

The Audi Group delivered around 1,092,400 cars of the Audi brand to customers in 2010. The Company posted revenue of €35.4 billion and an operating profit of €3.3 billion in 2010. In the first half of 2011, the Audi Group sold 652,970 vehicles bearing the four rings worldwide and achieved record figures in terms of revenue (€21.5 billion) and operating profit (€2.5 billion). Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). Aurangabad in India saw the start of CKD production of the Audi A6 at the end of 2007, of the Audi A4 in early October 2008 and of the Audi Q5 in July 2010. Production of the new Audi A1 has been running at the Brussels plant since May 2010. 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 60,000 people worldwide, including around 46,600 in Germany. Between 2011 and 2015 the brand with the four rings is planning to invest more than €11 billion, mainly in new products, in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" slogan. 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 CO<sub>2</sub>-neutral mobility.