



Audi Middle East Communications

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Tour the design laboratory of Audi online with “Insight Audi Design”

- Experience design development at Audi conveniently from home
- Interactive live stream with experienced tour guides at www.audi.stream

Ingolstadt, May 10, 2020 –Use your smartphone, tablet or PC to explore design processes at Audi with the new “Insight Audi Design” live stream. The interactive discovery tour has now been added to the online tours at www.audi.stream.

Experienced tour guides present the "Insight Audi Design" live stream from a studio and explain the Audi design philosophy. Using video sequences, they explain how the designers work and show how the team is developing the design language of the future. The guides answer questions in dialogue and construct the roughly 20-minute live stream according to the wishes and interests of the participants. Interested parties can choose a suitable date for “Insight Audi Design” online at www.audi.stream.

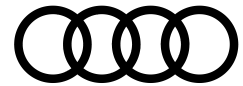
The interactive guided tours on AudiStream are free of charge; fees may be charged for Internet access, however, depending on the selected provider. The new “Insight Audi Design” live stream is launched with presentation in German and an English version will follow.

With AudiStream, Audi is the first manufacturer to offer online discovery tours. The “Insight Audi Design” stream complements the “Audi live at the Ingolstadt factory” online tour. This virtual factory tour has been offered since November 2019 and provides insights into selected production sections as well as technical highlights of the brand.

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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 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), 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. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special



items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

AUDI AG's commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005. The current Middle East model range comprises the Audi A3 and S3, A4 and S4, the A5/S5 Coupe and Sportback, RS5 Sportback, the A6, S6, A7, S7, A8, A8 L and S8, the Audi Q3, Q3 Sportback, Q5 & SQ5, Q7 and Q8