



Audi (China) Enterprise Management Co. Ltd.

Johanna Barth

Phone: +86 10 6531 3962

E-mail: johanna.barth@audi.com.cn

Audi AI:ME Concept Car Makes Its Global Debut in Shanghai

- **Audi AI:ME concept car embodies Audi's vision for tomorrow's urban mobility**
- **Electric drive, level 4 automated driving capability, and rich connectivity functions demonstrate Audi's future-forward thinking**
- **The concept car underscores the Four Rings position as the premium leader in China**

Shanghai, April 15, 2019 – The Audi AI:ME made its global debut in Shanghai on the eve of Auto Shanghai 2019. The innovative technologies and futuristic design of the compact car demonstrate Audi's vision of the ultimate premium mobility experience for the megacities of tomorrow.

Audi China President Thomas Owsianski: "The Audi AI:ME concept car is an important model in Audi's electrification initiative as well as its blueprint for future mobility, and there is no place better than the Shanghai Auto Show for its world premiere. Our Chinese customers always want the latest and best premium technology, and the Audi AI:ME demonstrates Audi's vision for future urban mobility, and its continued commitment to be the premium leader in China."

The Audi AI:ME features progressive design and rich in-car infotainment system and connectivity functions, and capability for level 4 automated driving. It is also equipped with electric drive. Electrification is one of Audi's most important strategies for the future, and China will play a key role in the brand's efforts to be the top electric vehicle manufacturer globally.

"This special world premiere here in China underscores the key role that this great country plays in the future of Audi," said Marco Schubert, General Manager, FAW-VW Audi Sales Division in his welcome speech at the event.

Special guest, actress Ning Chang, also took part in the reveal of the AI:ME concept car and shared her first impressions of this ground-breaking car. Ning Chang: "I am honored to be a part of the world premiere of this fantastic car. The Audi AI:ME is the future. I especially love all the



advanced technology in this car – yet at the same time it’s like a small, private oasis. It’s just like a mobile living room.”

In addition to the visionary Audi AI:ME concept car, Audi will have two electric models showcased in Shanghai, the Audi e-tron and the Q2L e-tron, and the latter was designed especially for China. The second generation of the Audi Q3 will also have its China launch in Shanghai.

After the Audi AIcon, which debuted at the International Motor Show in 2017, and the radical Audi PB 18 sports car, which was introduced in the summer of 2018, the Audi AI:ME is now the brand’s third vision vehicle to present an offer for use in clearly defined areas (“use cases”). While the Audi AIcon offers the qualities of a business jet for long-distance drives, the PB 18 is a vehicle for the occasional trip to the race track. The Audi AI:ME is the perfect companion for use in conurbations. A fourth vision vehicle will complete the concept quartet at the International Motor Show in September 2019.

For detailed information, please visit the Audi China Newsroom:



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About Audi

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 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 motorcycles of the Ducati 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.