



**Audi (China) Enterprise Management Co. Ltd.**

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**“Window into the Future”: Audi Announces Headline Partnership with Design Shanghai**

- The brand with four rings will demonstrate its future oriented attitude with a landmark installation and Audi Q4 e-tron concept at Asia’s top design fair
- Audi is the only automotive brand at Design Shanghai 2020
- Design Shanghai is an ideal platform for Audi to reach customers in the important China market

**Shanghai, September 29, 2020 – Audi will be the exclusive headline partner of Design Shanghai 2020 and demonstrate its future oriented attitude and design approach at the event held from November 26 to 29 in the southern Chinese metropolis. The brand with four rings will showcase its rethinking of design with the progressive landmark installation, “Window into the future” and the display of the Audi Q4 e-tron concept. Audi is the only automotive brand participating in this most impactful international design show in Asia this year.**

“Through design, Audi expresses its brand DNA of progress and Vorsprung durch Technik,” says Werner Eichhorn, President of Audi China, “Audi is honored to partner with Design Shanghai and we are glad to utilize this impactful design platform in Asia as an ideal touchpoint to reach our valued Chinese customers and deliver our premium brand proposition.”

“Audi and Design Shanghai share the same philosophy, passion, and dedication to the design topic,” says Henrik Wenders, Senior Vice President Audi Brand. “Design is part of Audi’s heritage and future. It has been and will always be an expression of our progressive thinking, attitude and therefore identity.”

Design Shanghai is Asia’s largest design fair focused on contemporary design and architecture, and the latest design technologies and trends. At Design Shanghai 2020, Audi will present a landmark installation at the fair entrance which will give a deep dive into the brand’s characteristics, modern sophistication and emotional esthetics. Another highlight will be the Audi Q4 e-tron concept, which will give audiences in Shanghai the opportunity to experience Audi’s holistic approach to electrification. The model made its Asia debut at Auto China 2020 on September 26.

Audi has a strong legacy and success story as a design brand. Exhibitions such as Design Shanghai give the brand an opportunity to experiment with mobility, technology and design and provide a



platform where it can express itself regarding the future of design and contribute to creative dialog through its presentations. Besides Design Shanghai, Audi has also been a frequent presenter at Design Miami and Milan Design Week. Audi has commissioned site-specific installations at design platforms with renowned designers and architects including Konstantin Grcic, Bjarke Ingels, and Ingo Maurer.

The highly anticipated Design Shanghai fair celebrates its 7th year in 2020. Welcoming 70,000 professionals and visitors, Design Shanghai 2020 will showcase more than 400 local and international brands from 30 countries and regions with never-before-seen installations, and a world-renowned talk programme Design Forum. This year's theme is "Design Completes the Circle".

For detailed information, please visit 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 16 locations in 11 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), 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, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of €55.7 billion and an operating profit of €4.5 billion. At present, 90,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.