



Culture & Trends Communications

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Audi and the Berlinale present exciting arrivals and future perspectives on the Red Carpet

- **All-electric: Audi drives the stars of the Berlin International Film Festival to the Red Carpet – with a progressive and elegant Audi fleet**
- **Hubert Link, Head of Marketing Deutschland at AUDI AG: “The Audi Berlinale Lounge is the ideal place for new perspectives and event formats”**
- **Berlinale Open House: Audi, a Principal Sponsor of the Berlinale, supports high-caliber daily events in the spheres of cinema, culture, business and society at the 70th anniversary**

Berlin/Ingolstadt, 29 January, 2020 – For the 70th anniversary of the Berlinale, and in a seventh season as Principal Sponsor, with all-electric trips in its progressive and elegant fleet, Audi is setting an exciting scene for film festival celebrities on their way to the Red Carpet from 20 February to 1 March. The fleet includes the fully electric Audi e-tron* and two new plug-in hybrid models, the Audi A8 TFSI e* and A7 Sportback TFSI e*. With the Berlinale Open House program in the Audi Berlinale Lounge, Audi and the Berlinale are also jointly supporting dialogue on various perspectives that reflect dynamic issues of the future. Directly opposite the Berlinale Palast, festival fans and interested visitors will meet to experience interviews, discussions, music acts and interactive events connected with the Berlinale.

“The Berlinale Open House Program provides the ideal hub for everyone who is fascinated by future perspectives from the fields of cinema, culture, business and society, and who wants to experience new event formats,” says **Hubert Link**, Head of Marketing Deutschland at AUDI AG. The interplay of technological and social innovations, the language of light as a medium of design, and the wide range of topics around connectivity are just some of the themes that will be discussed with high-profile experts and a variety of guests. The think-tank [Audi Denkwerkstatt](#) Berlin, for example, along with other experts is putting the spotlight on the development of prototypes in the fields of film and mobility. The UN climate ambassador and Audi Formula E racing driver Lucas di Grassi will also speak on a panel about sustainability.

** Please refer to the list at the end of this MediaInfo for the collected fuel consumption figures of all models mentioned here and of all models available on the German market*



Alongside these talks and discussions, the program also includes an abundance of sensory and participative elements for visitors: with “electric yoga”, for example, they can refuel with new energy and start the day full of vigor. In the evenings, the glass pavilion becomes a magnet for music fans. A mix of DJs and live acts such as the scintillating artist Leopold, the indie/rock duo Gurr and techno beats from Tiefschwarz will ensure an electrifying atmosphere during the Berlinale Lounge Nights. The emotional highlight of the Berlinale, the awarding of the Golden and Silver Bears, will also be relayed live to the Audi Berlinale Lounge on Marlene-Dietrich-Platz. Nina Sonnenberg aka Fiva will be the moderator for this special evening in the Lounge. She is this year’s host of the Berlinale Open House program. The entire program in the Audi Berlinale Lounge, freely accessible to the public, can be seen at www.audi-berlinale.de/programm or www.berlinale.de/berlinaleopenhouse.

Carlo Chatrian, the new Artistic Director of the Berlinale, is delighted that “in the jointly conceived Berlinale Open House formats, current topics from the Berlinale program are addressed and linked to relevant cultural, business and social aspects.” He and **Mariette Rissenbeek**, the new Executive Director of the Berlin International Film Festival, will be driven in an Audi e-tron* to their many engagements before and during the eleven-day festival.

The Berlin International Film Festival is a forum where bold and unconventional film makers meet. They actively shape changing times and confidently chart new courses. With the Audi Short Film Award, the car manufacturer from Ingolstadt has promoted talented directors of short films since 2015. This award for experimental cinematic art, with prize money of €20,000, will be presented at the official Award Ceremony of the 70th Berlinale on 29 February. “In short films we often see the radically new approaches that are needed to push innovation ahead. This progressive attitude is reflected at Audi,” says **Hubert Link**. For the anniversary, a number of films that won the Audi Short Film Award will be screened in the Audi Berlinale Lounge: “Planet Σ” by Momoko Seto (2015), “Solar Walk” by Réka Bucsi (2018) and “Rise” by Bárbara Wagner and Benjamin de Burca (2019).

For the 70th anniversary, Audi has also designed the popular festival bag once again and produced 27,000 bags. For the first time, moreover, the Audi e-tron can be purchased as a model car in the Berlinale design in a limited edition in the festival shop and at Audi City Berlin.

Organizational notes

The Audi Berlinale Lounge is open to the public with free admission from 20 to 29 February.

The opening hours are:

- 20 February 7:00 pm-midnight
- 21, 22, 24-28 February 2:00 pm-midnight
- 23 February 3:00 pm-midnight
- 29 February 2:00-8:00 pm



Please refer to www.audi-berlinale.de/programm or www.berlinale.de/berlinaleopenhouse for the full program and further information about participating in the interactive formats.

All relevant press releases about Audi at the Berlinale can be found in the Audi Media Center: www.audi-mediacyenter.com/de/berlinale-297

During the 70th Berlinale we will also make available up-to-the-minute photos of arrivals on the Red Carpet and events in the Audi Berlinale Lounge.

- End -

Consumption values of the models named above:

(Fuel consumption, CO₂ emission figures, and efficiency classes given in ranges depend on the tire/wheel sets used)

Audi e-tron:

Combined electric energy consumption in kWh/100 km: 24,3 - 21;
Combined CO₂-emissions in g/km: 0

Audi A8 TFSI e:

Combined fuel consumption in l/100 km: 2,6 - 2,5;
Combined electric energy consumption in kWh/100km: 21,2 - 20,8;
Combined CO₂-emissions in g/km: 60 - 57

Audi A7 Sportback TFSI e:

Combined fuel consumption in l/100 km: 2,1 - 1,8;
Combined electric energy consumption in kWh/100km: 18,1 - 16,6;
Combined CO₂-emissions in g/km: 48 - 40



The specified fuel consumption and emission data have been determined according to the measurement procedures prescribed by law. Since September 1, 2017, certain new vehicles are already being type-approved according to the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Starting on September 1, 2018, the New European Driving Cycle (NEDC) will be replaced by the WLTP in stages. Owing to the more realistic test conditions, the fuel consumption and CO₂ emissions measured according to the WLTP will, in many cases, be higher than those measured according to the NEDC. For further information on the differences between the WLTP and NEDC, please visit www.audi.de/wltp.

We are currently still required by law to state the NEDC figures. In the case of new vehicles which have been type-approved according to the WLTP, the NEDC figures are derived from the WLTP data. It is possible to specify the WLTP figures voluntarily in addition until such time as this is required by law. In cases where the NEDC figures are specified as value ranges, these do not refer to a particular individual vehicle and do not constitute part of the sales offering. They are intended exclusively as a means of comparison between different vehicle types. Additional equipment and accessories (e.g. add-on parts, different tire formats, etc.) may change the relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO₂ emissions and the performance figures for the vehicle.

Fuel consumption and CO₂ emissions figures given in ranges depend on the tires/wheels used and chosen equipment level. 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, Germany, or under www.dat.de.

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 1.846 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 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.
