



TV Communications

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Audi MediaTV launches new Smart TV app at start of Geneva Motor Show

- **Exclusive live events and Ultra HD features accessible at any time**
- **First highlight: live broadcast of world premières on March 1**

Ingolstadt, February 24, 2016 – Audi Communications is launching its own Smart TV app “Audi MediaTV” at the start of the 2016 Geneva Motor Show. In future, viewers worldwide will be able to follow live events at home on their television screens via Samsung, LG, Amazon Fire and Android TV devices.

The SmartTV app reflects the diversity of AUDI AG, spanning international automobile premières and product information, research and development, or events from the world of art and culture. “Smart TVs are becoming increasingly popular and widespread. The new Audi MediaTV app means that not only journalists but in fact anyone interested in Audi worldwide can watch our best films from the comfort of their own home in Ultra HD quality,” commented Wolfgang Rother, Head of Electronic Media at Audi Communications.

Audi MediaTV can also be accessed online at www.audimedia.tv

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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 16 locations in twelve countries. In the second half of 2016, Audi will start production of the Q5 in San José Chiapa (Mexico). 100-percent subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2015, the Audi Group delivered to customers approximately 1.8 million automobiles of the Audi brand, 3,245 sports cars of the Lamborghini brand and about 54,800 motorcycles of the Ducati brand. In the 2014 financial year, AUDI AG achieved total revenue of €53.8 billion and an operating profit of €5.15 billion. At present, approximately 85,000 people work for the company all over the world, about 60,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.

*The collective fuel consumption of all models named above and available on the German market can be found in the list provided at the end of this MediaInfo.