

## **Audi museum mobile displays “Design Legends”**

- **New special exhibition from Audi Tradition until July 12, 2026**
- **Audi Tradition app makes the exhibition a digital experience**

**Ingolstadt, March 31, 2026 – Progressive and emotional design language with clean lines and surfaces: automotive design by Audi has always been guided by a clear aesthetic vision – so much so that design has become a core element of Audi’s identity. But what later appears effortless and cohesive doesn’t simply flow from the designer’s pen. Instead, it is the result of a complex creative process. Over the decades, Audi Design has created a multitude of iconic production vehicles and – with apparent ease – developed numerous concepts and studies that have achieved legendary status among brand enthusiasts. The Audi museum mobile’s new special exhibition, “Design Legends,” showcases a selection of spectacular concept vehicles and design studies from the past five decades. Visitors can explore the exhibition from March 28 to July 12. All the exhibits are also integrated into the Audi Tradition app, offering additional content and insights.**

Curator Stefan Felber explains: “It’s been 20 years since Audi museum mobile devoted an entire exhibition to design studies. Since then, our guests have repeatedly asked for a revival of this theme – and now the time has come. Concept cars like the Audi quattro Spyder and Audi Avus quattro have returned to our museum, joined by a few studies we’ve never hosted before, such as the Audi e-tron Spyder and the Aztec.” Beyond the concept cars themselves, the exhibition also features special pieces from Audi’s model workshop, offering insights into the creative process behind the designs. Sketches, renderings, and clay models provide a glimpse inside Audi’s creative studio – “showcasing the designers’ ideas, methods, and the journey from vision to form,” says Felber.

### **Exhibits in the new special exhibition:**

- Aztec from 1988
- Audi quattro Spyder from 1991
- Audi Avus quattro from 1991
- Audi TT show car from 1995
- Audi A8 Coupé concept car from 1997
- Audi Steppenwolf from 2000
- Audi Nuvolari quattro from 2003
- Audi Shooting Brake concept from 2005
- Audi e-tron Spyder from 2010
- Audi quattro concept from 2010
- Audi PB 18 e-tron from 2018

### Take the museum home with the Audi Tradition app

With the Audi Tradition app, you can take a piece of the Audi museum mobile home with you. Serving as a digital companion at the museum, the app offers in-depth content about the featured vehicles – through text, audio guides for selected models, and even 360-degree panoramic views. Visitors to the museum aren't allowed to get into the cars and explore their interiors, but the app makes this possible on your smartphone screen. In some cases, even engine sounds can be heard as part of the exhibit description. The app provides information on the exhibits of both the special and permanent exhibitions. It also connects users to the Audi Tradition website, the Audi Tradition online shop for accessories, literature, and spare parts for Audi's modern classics, and Audi Tradition's Instagram and TikTok channels. The app also invites you to learn more about Audi's roots in Ingolstadt through a digital city tour tracing the legacy of Auto Union – or to discover the story behind "Union Lido," formerly "NSU Lido," and which NSU vehicle is currently on display at the famed campground near Venice. Finally, the app lists key events where Audi Tradition will present classic cars from the company's history and shows what there is to discover in the current Tradition exhibit on the top floor of the Audi Forum Neckarsulm. The free app can be downloaded from the main app stores for iOS and Android smartphones.



iPhone iOS



Android

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The Audi logo consisting of four rings symbolizes the Audi, DKW, Horch, and Wanderer brands, which were merged into Auto Union in 1932. Auto Union and NSU merged in 1969 and played a major role in shaping the development of the automobile. Finally, in 1985, Audi NSU Auto Union AG became AUDI AG. Since 1998, Audi Tradition/Auto Union GmbH, together with NSU GmbH, has been maintaining and presenting Audi's extensive and wide-ranging history. The Audi museum mobile at the Audi Forum Ingolstadt is open Monday to Friday between 9:00 a.m. and 5:00 p.m. and from 10:00 a.m. to 4:00 p.m. on Saturdays, Sundays, and public holidays. The August Horch Museum Zwickau is open Tuesday through Sunday from 9:30 a.m. to 5:00 p.m. AUDI AG and the city of Zwickau each hold a 50 percent stake in August Horch Museum Zwickau GmbH. <http://www.audi.com/tradition>

Audi Tradition supports the work of Audi Club International e. V. (ACI). The umbrella organization officially recognized by AUDI AG represents all of the Audi brand clubs as well as the clubs of the predecessor brands of today's AUDI AG. For more information, please visit <http://www.audi-club-international.de/>

### **About Audi**

Audi drives transformation and shapes the mobility of tomorrow – with intelligent, electric products.

The premium automotive brand is available in more than 100 markets. Its global production network spans 22 sites in 13 countries. **Vorsprung durch Technik** unites more than 88,000 employees. With courage, passion, responsibility, and trust, they are reinterpreting more than 100 years of automaking tradition for the future. In 2026, Audi is entering Formula 1 with a factory team in a bold expression of its motorsports DNA.

The Audi Group also includes the supercar manufacturer Lamborghini, the luxury brand Bentley Motors, and the motorcycle maker Ducati.

Learn more about the Audi Group [here](#).

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