



Technology and Innovations Communications

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Audi to deliver master keynote at CES Asia in Shanghai

- **AUDI AG underscoring importance as partner to consumer electronics industry**

Ingolstadt/Shanghai, November 4, 2014 – Rupert Stadler, Chairman of the Board of Management of AUDI AG and Dr. Ulrich Hackenberg, Member of the Board of AUDI AG for Technical Development, are to give the opening address on the evening before the official opening of the CES Asia electronics show, which is taking place for the first time in Shanghai from May 25 to 27, 2015. In this way Audi is underscoring its position as an important partner to the electronics industry worldwide.

The newly created CES Asia marks the expansion of the world's biggest electronics show CES (Consumer Electronics Shows) into China. The inaugural event will take place from May 25 to 27 in the New International Expo Center in Shanghai, the country's largest business metropolis. It comes in response to two developments: The Chinese market for consumer electronics is already generating revenues running into the triple-digit billions and continues to grow rapidly. In parallel, the Chinese industry has developed into an important driver of the industry.

On the evening before the official opening, on Sunday, May 24, 2015, Audi will present the keynote address, outlining the brand's innovations and plans in the field of automotive electronics. This appearance emphasizes Audi's status as an important partner to the electronics industry globally. The Company has had a high-profile involvement in the CES in Las Vegas every year since 2011; in January 2014 Chairman of the Board of Management Rupert Stadler and Dr. Ulrich Hackenberg, Member of the Board of Management for Technical Development, delivered the keynote there on the eve of the show.

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