

Discover the Neckarsulm production site virtually and interactively with AudiStream

- **Insights into the production of the Audi e-tron GT and much more**
- **Tour guides accompany virtual tour and answer questions in real time**

Neckarsulm, January 27, 2021 – Effective immediately, interested parties can now experience the production world of Audi at the Neckarsulm site online and in English via AudiStream. Tour guides accompany the virtual tour and answer questions in real time. One particular highlight: Participants also gain insights into the production processes for the fully electric Audi e-tron GT, which is built in Neckarsulm.

With its expertise in small-series and volume production as well as the large range of derivatives, Audi Neckarsulm is among the Volkswagen Group's most diverse production location. The company builds the A4, A5 Cabriolet, A6, A7 and A8 and their derivatives at the roughly 1.3 million square meter site. Now you can experience the diversity of the site virtually with the online offer AudiStream. Tour guides present technical highlights and explain how an Audi is made – from the first production steps in the press shop to the final manual operations during final assembly.

AudiStream users can also look over the shoulders of the employees at the Böllinger Höfe. The industrial park some six kilometers away is home to Audi Sport GmbH. The Audi R8 has been built here since 2014. The sports car craft-scale production facility was expanded, upgraded and retooled for the integration of the e-tron GT in 2019. Series production of the fully electric-powered Audi e-tron GT started on schedule in early December 2020. The electric Gran Turismo and the supercar – the two most powerful and fastest production Audi models ever – are built on the same assembly line. This is unique within the Group and transforms small-series production into a highly flexible, high-tech production operation. The e-tron GT will celebrate its world premiere this spring. With AudiStream, participants can take a look at the production of the brand's first electric sports car and experience its electronic sound right now.

AudiStream: Insights into the world of Audi free of charge

With the online offer “Live at Audi in Neckarsulm”, tour guides share their knowledge from countless on-site plant tours and conduct the virtual tours live from a studio. With the help of video sequences, they explain the production processes, answer individual questions as part of a dialog, and tailor the course of the approximately 20-minute live stream to the wishes and interests of the participants. The offer is not limited to Neckarsulm: The stream “Audi live at the Ingolstadt factory” provides insights into the brand's production processes at the Ingolstadt site. In the stream “Live Insight Audi Design” the tour guides explain the Audi design philosophy.

Users can book a stream for the time of their choice at www.audi.stream. The offer is free of charge. Fees may be charged for Internet access, however, depending on the selected provider.

Upcoming dates for the online offer AudiStream “Live at Audi in Neckarsulm”:

- Wednesday, 27th January
- Wednesday, 3rd February
- Wednesday, 10th February

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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 17 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 2020, the Audi Group delivered to customers about 1.693 million automobiles of the Audi brand, 7,430 sports cars of the Lamborghini brand and 48,042 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, about 87,000 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.
