

Green Market at Audi Forum Ingolstadt: A marketplace for sustainability

- **Event around Audi Piazza on July 22 and 23 to showcase concepts and initiatives for greater sustainability**
- **Audi to present ideas and projects relating to environmental protection; partners from the region to present green products**
- **Fringe program will feature guided tours and interactive fun**

Ingolstadt, July 15, 2022 – At a Green Market on the square at Audi Forum Ingolstadt, Audi and several “green neighbors” from the region will be presenting their ideas and products for environmental living. Entrance to the event and its eclectic fringe program is free of charge.

Encountering and experiencing sustainability: this is what visitors to the Green Market on the square at Audi Forum Ingolstadt will be able to do. On July 22 and 23, the market will be inviting people to discover sustainable products and initiatives from Ingolstadt and the surrounding area – presented by Audi and by “green neighbors,” which is to say: neighbors who make a contribution to environmental living. AUDI AG is both the host and a participant in the Green Market: For example, Audi apprentices will be displaying their passion for sustainability by building a wooden hotel that will provide a home to all kinds of insects – visitors to the market are invited to lend a hand. And the same goes for the interactive event organized by Audi’s department for environmental protection at its own sites, where visitors are invited on July 23 to build bird houses for their own garden and make a contribution to biodiversity.

Fringe events

Special tours of the Audi plant will reveal how the company incorporates environmentally friendly and resource-conserving processes into its production flows. Among other things, visitors will learn all kinds of interesting facts about the Mission:Zero program, by means of which the company is reducing its ecological footprint in production and logistics and making its production sites carbon-neutral by 2025. One of the tours through the factory workshops takes in a visit to the environment room, where visitors will learn how the non-profit Audi Environmental Foundation supports the development of environmentally friendly technologies and contributes to environmental education. There will also be lots to see free of charge at Audi museum mobile, which will be open until 6 p.m. on both days of the event. Among other displays, Audi Tradition will be showcasing exhibits with alternative powertrain technologies – and as a highlight, visitors can even go on special guided tours of the museum. Tickets for the guided tours of the plant and the museum, as well as other fringe events of the Audi Forum Ingolstadt, are available [online](#).

During the Green Market, Audi will also be hosting various partners from the region, who will set up stalls around the square of the Audi Forum Ingolstadt. These partners have embraced sustainability and will be offering products from their ranges on both days of the event. And so visitors will have the opportunity to discover and buy craft and upcycling products, and to enjoy various snacks and refreshments.

Audi is taking responsibility for our planet

All the tiles making up the Green Market mosaic reveal a big picture: Audi is pursuing the vision of sustainable mobility. As well as manufacturing premium vehicles and offering innovative mobility solutions, the company is taking responsibility for the future of our planet. In striving to make a difference, Audi is guided by three 'E's: engage, educate, empower.

The Green Market at Audi Forum Ingolstadt will take place on July 22 from 11 a.m. to 8 p.m. and on July 23 from 10 a.m. to 7 p.m. Entrance is free of charge.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. The brands Audi, Ducati, Lamborghini and Bentley produce at 21 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. In the 2021 fiscal year, AUDI AG achieved a total revenue of €53.1 billion and an operating profit before special items of €5.5 billion. More than 89,000 people all over the world work for the Audi Group, around 58,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.
