

GREENTECH FESTIVAL: Focus on circular economy – pilot project for glass recycling becomes standard

- **New panes from old ones: starting this fall, recycled glass will be standard in the Audi Q4 e-tron***
- **German Award for Sustainability Projects goes to “GlassLoop”**
- **Audi focuses on circular economy at sustainability conference**

Ingolstadt, June 7, 2023 – For the windshields in the Audi Q4 e-tron*, the company with the four rings will use glass made of up to 30 percent recycled material from car windows damaged beyond repair in the future. In doing so, Audi will successfully shift the “GlassLoop” pilot project into standard production. Audi, in cooperation with its partner companies, is the first premium auto manufacturer to set up a glass cycle of this kind. Until now, car windows damaged beyond repair – mainly windshields and panoramic roofs – have been used for less demanding purposes, such as bottles or insulation, in what is known as downcycling. The pilot project was the first to demonstrate that glass could be reused at comparable quality. Audi will show just how that works from June 14 to 16 at the 2023 GREENTECH FESTIVAL in Berlin. The company has supported the sustainability conference as a founding partner since 2020.

Together with Reiling Glas Recycling, Saint-Gobain Glass, and Saint-Gobain Sekurit, Audi’s “**GlassLoop**” project is showing how material cycles can be put into serial production. The partner companies spent about a year jointly [testing](#) ways to make new windshields for the Audi Q4 e-tron* out of defective car glass. Now the process is ready for standard production: first, the car windows are broken up into small pieces using an innovative recycling process. Then all non-glass elements, like glue residue, are eliminated. The partners melt down the glass granulate obtained in this way and feed it into the production process for automotive plate glass. The secondary content of the glass produced in this way is up to 30 percent. The aim is to provide enough cullet to ensure a share of recycled material over the entire production life of the Audi Q4 e-tron* - based on the currently planned production figures. From September 2023, the windshields produced in this way are to be used in the production of the Audi Q4 e-tron*.

“If we process car windows that can no longer be repaired so that they are suitable for automotive production again, we need less raw material overall and avoid downcycling car windows that can no longer be repaired,” explains Philipp Eder, Project Manager for Circular Economy in the Supply Chain at Audi. Ultimately, using processed glass granulate makes it possible to reduce the need for primary materials like quartz sand.

The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

Award winner: sustainability prize for glass recycling

The “GlassLoop” project is embedded in Audi’s [Act4Impact](#) program for the supply chain. The program’s vision is to configure the effects of Audi’s supply chain to be as gentle as possible on people and the environment. It is an imposition that pays off: As one of three awardees, Audi has been honored with the [German Award for Sustainability Projects](#) in the “Recycling Concept” category. This award is granted by the Deutsches Institut für Service-Qualität (German Institute for Service Quality), the ntv news network, and DUP UNTERNEHMER magazine, sponsored by Brigitte Zypries (retired German Minister of the Economy).

Audi wants to establish additional material cycles in the future. The company wants to increase the use of secondary material where it makes ecological and economic sense. “It is our goal to recover as many materials as possible at a high level of quality and reuse them in production,” says Chairman of the Board of Management at AUDI AG, Markus Duesmann. This saves valuable primary materials and can reduce the environmental impact of products.

The goal of the [circular economy](#) is to preserve material grade and quality for as long as possible. That is critical for making the materials usable within the auto industry again and not relegating them to less demanding uses. One of Audi’s focal areas is post-consumer materials. That means, for example, materials from customer vehicles that have reached the end of their life cycle. The aim is to reduce downcycling, or the decline in the quality of the materials through the recycling process, as much as possible.

Audi will be demonstrating how it is possible to carry extremely diverse materials like [steel](#), [aluminum](#), and [plastic](#) in a cycle at its pavilion at the [GREENTECH FESTIVAL](#). The festival is in its fifth year and will have more than 190 exhibitors, and around 120 speakers, and expects to bring in over 15,000 attendees. The program for Europe’s largest festival of green innovations, which will take place on the grounds of Berlin’s former Tegel airport, will include open forums, panels, keynote speeches, and boot camps. The GREENTECH FESTIVAL was founded by sustainability entrepreneur Nico Rosberg and engineers Marco Voigt and Sven Krüger.

Audi Environmental Foundation scholarship recipient nominated

Another highlight is the **GREEN AWARDS**, which honor dedicated individuals, institutions, companies, startups, and innovations for their ideas about greater sustainability. The award will be presented on Wednesday (6/14) and environmental activist Sharona Shnyder has been nominated in the “Youngster” category. As an Audi Environmental Foundation [scholarship recipient](#), she encourages people around the world to rid the environment of garbage with her [Tuesdays for Trash](#) movement.

Mission:Zero

Audi wants to achieve the net carbon neutrality¹ of its production sites by 2025. To reach this objective, the company has initiated the [Mission:Zero](#) Environmental Program, through which it pools together all its approaches to reducing its environmental impact in production and logistics. The environmental program goes beyond decarbonization and supports efficient water use, resource efficiency, and the protection and preservation of biodiversity.

Under the auspices of Mission:Zero, Audi will use sustainable, recyclable materials and a modular exhibition stand structure with a great deal of variability in its stand at the GREENTECH FESTIVAL.

Audi Environmental Foundation projects

At the festival, the [Audi Environmental Foundation](#) will present a range of its funding projects, including a project for remediating coastal areas in the US. The environmental initiatives [Save the Bay](#) in California and the [Chesapeake Bay Foundation](#) on the East Coast support the preservation of [coastal waters as healthy and resilient ecosystems](#).

In Thailand, the Audi Environmental Foundation is working with the Ferry Porsche Foundation and everwave to remove trash from rivers and canals around the capital city of Bangkok with the help of a garbage collection boat. Along with the [cleanups](#), structures for professional waste disposal are to be built.

With the [URBANFILTER](#) project, which will be presented at one of the Audi panels, the Audi Environmental Foundation and the Technical University of Berlin are developing innovative filter modules for road drainage. Tests in a laboratory at TU Berlin [have shown](#) that the filters work very effectively. In their test phase, the filters managed to trap “genuine” road grime, cigarette filters, and microplastics in the form of plastic granules of up to three millimeters in size, as well as candy wrappers, and lids from disposable coffee cups without clogging up. And that goes not only in light drizzle, but also heavy rainfall.

All information at a glance: the Audi sustainability hub

Not just at the GREENTECH FESTIVAL, all year long: Audi is implementing ESG criteria for environmental sustainability, social responsibility, and corporate governance in every department. **The sustainability hub** neatly bundles information. It is available in the [Audi MediaCenter](#).

¹ Audi understands net-zero carbon emissions to mean a situation in which, after other possible reduction measures have been exhausted, the company offsets the carbon emitted by Audi’s products or activities and/or the carbon emissions that currently cannot be avoided in the supply chain, manufacturing, and recycling of Audi vehicles through voluntary offsetting projects carried out worldwide. In this context, carbon emissions generated during a vehicle’s utilization stage, i.e. from the moment it is delivered to the customer, are not taken into account.

GREENTECH FESTIVAL events by and with Audi

Thursday, June 15, 2023

- 10:30–11:00 AM: Panel on decarbonization in production with Audi Hungaria (Audi stand)
- 11:00–11:30 AM: Panel on human rights due diligence in the supply chain (Audi stand)
- 11:15 AM–12:00 PM: Panel discussion on sustainability in the supply chain (GREENTECH FESTIVAL Deepdive Stage)
- 11:30 AM–12:00 PM: Panel on responsible purchasing processes and diversity in the supply chain (Audi stand)
- 3:00–3:30 PM: Panel on circular economy (Audi stand)
- 3:30–4:30 PM: Audi Environmental Foundation panel (Audi stand)

Friday, June 16, 2023

- 10:30–11:00 AM: Panel on decarbonization in production with Audi Hungaria (Audi stand)
- 11:00–11:30 AM: Panel on human rights due diligence in the supply chain (Audi stand)
- 11:30 AM–12:00 PM: Panel on responsible purchasing processes and diversity in the supply chain (Audi stand)
- 12:00–12:30 PM: Panel “The Circular Economy in Practice” with Marco Philippi (GREENTECH FESTIVAL Main Stage)
- 3:30–4:30 PM: Audi Environmental Foundation panel (Audi stand)

Corporate Communications

Sebastian Fischer
Spokesperson Lifestyle and Marketing
Phone: 49-841-89-40560
E-mail: sebastian1.fischer@audi.de
www.audi-mediacyenter.com

Corporate Communications

Marius Holfert
Spokesperson Procurement
Phone: 49-841-89-41427
E-mail: marius.holfert@audi.de
www.audi-mediacyenter.com



The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 21 locations in 12 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2022, the Audi Group delivered 1.61 million Audi vehicles, 15,174 Bentley vehicles, 9,233 Lamborghini vehicles, and 61,562 Ducati motorcycles to customers. In the 2022 fiscal year, AUDI Group achieved a total revenue of €61.8 billion and an operating profit of €7.6 billion. Worldwide, more than 87,000 people worked for the Audi Group in 2022, over 54,000 of them at AUDI AG 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.

Fuel/electric power consumption and emissions values of the models named above:****Audi Q4 e-tron**

Combined electric power consumption in kWh/100 km (62.1 mi): 20.2 – 16.6 (WLTP);
combined CO₂ emissions in g/km (g/mi): 0 (0)

***The indicated consumption and emissions values were determined according to the legally specified measuring methods. The WLTP test cycle completely replaced the NEDC on January 1, 2022, which means that no NEDC figures are available for vehicles with new type approvals from after this date.*

The figures do not refer to a single, specific vehicle and are not part of the offering but are instead provided solely to allow comparisons of the different vehicle types. Additional equipment and accessories (add-on parts, different tire formats, etc.) may change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO₂ emissions and the performance figures for the vehicle.

Due to the more realistic test conditions, the consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. This may result in corresponding changes in vehicle taxation since September 1, 2018. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the “Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models”, which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).