



Marc Lichte: For me, that's first class traveling

- **The head of Audi Design on the future of individual mobility**
- **A technological sea change is causing a U-turn in the design process**
- **IAA show car reveals production-oriented perspective on the interior as a new world**

Ingolstadt, July 20, 2021 – What direction is auto design heading? This question imposes itself as more and more electric models arrive on the road. The most beautiful cars that have ever existed, some say. Too traditional, others grumble. Audi Design chief Marc Lichte has a clear perspective on this. In recent months, he and his team have been looking intensively at that sea change. In the interview, he gives an overview of how the technological changes have turned Audi's design – even its design process – upside down.

Question: Mr. Lichte, it is not yet six months since Audi extravagantly presented the e-tron GT*. It is a fully electric Gran Turismo and you said that it was the most beautiful car that you had ever been able to design. What can follow that?

Marc Lichte: Quite a lot. In fact, I would say that we're just at the beginning. What we're experiencing right now? With electromobility, the car has already been fundamentally changed in its construction. The visible power center is no longer the engine, but rather the large battery block in the underfloor. In addition, there are the possibilities for digitalization and, above all, automated driving. This will fundamentally alter the automobile in the coming years. It's a change that can probably only be compared with the transitional moment when the carriage was superseded by the car.

It's an enormous technical challenge, that is undeniable. But what does it mean for auto design in concrete terms?

Lichte: That can be explained quite clearly. In its 135 years, we have always designed the car from the outside moving inward. In other words, in the beginning, there was the question of what vehicle segment the model was to be positioned for and what engine drives that segment. From there, we came up with the vehicle body and, consequently, the exterior design. We would only concern ourselves with designing the interior when all of that was set.

And now you want to shake up that established process?

Lichte: Yes, exactly. Because automated driving is changing an elementary point that previously seemed unchangeable in all cars worldwide: in the future, drivers will no longer have to constantly keep their hands on the wheel. Without the task of actively driving, they will gain new freedoms and can structure their time themselves. Work, entertainment, or relaxing – these are all possible. And at the same time, we are also gaining – without a steering wheel or pedals – new design possibilities for the interior and, quite simply, more room and a better sense of space. For users, the interior will become their personal free space; for us designers, it's the new design nucleus of the car. So the design process begins with the question: who will be sitting in a

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 consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.



new model and what all would that person want to do there? It's a 180 degree turn. In the future, the car will no longer be designed from the outside in, but from the inside out.

“From the inside out” – other industries and car manufacturers have adopted that motto for themselves for a long time. Why is Audi joining their ranks now?

Lichte: It's not about a slogan, but rather a fundamentally new understanding of individual mobility. Here's an example: Imagine a traditional luxury sedan – over 5 meters (*16.4 feet*) long, tinted windows, and painted black. Where does the customer sit? In the driver's seat? No, he's sitting in the back right seat, possibly using the rear seat entertainment, while the chauffeur drives the car. But in the future, if the task of driving ceases to apply, then it would be much more attractive to the customer to sit right in the front in a comfortable seat with an unobstructed view of the outside or a large onboard entertainment system like you would want at home. For me, that's first class traveling.

You mean traveling in a way that has been reserved for VIP airline guests until now?

Lichte: Yes, although I would sooner compare it with a private jet than an airliner. Time in the car becomes quality time. No more displays, buttons, or switches, but rather ample space with a feel-good atmosphere. So something like a third living space, alongside the home and the workplace.

The new luxury for long distances. That's all well and good, but is that also the solution for people who like sports cars? For families? For people in big cities?

Lichte: It doesn't have to be, by any means. I'm firmly convinced that different vehicle models will differ from one another to a significantly greater extent in the future. The time when the car was a compromise between a lot of contradictory demands or a kind of all-in-one solution is over. Instead, there will be more and more cars whose entire concepts are tailored for a particular purpose or use case, be it a short trip into a big city or a fast circuit around the racetrack.

Sounds like a vision?

Lichte: Not at all. In 2017 and 2019, for example, we introduced the Audi AI:CON and AI:ME concept vehicles. They were vision cars. With them, we were looking ten to twenty years into the future. Now, by contrast, we're working intensely on implementing the series. We'll be sending the first example to the IAA in Munich in September with a production-based show car, the Audi grandsphere concept. The name essentially says it all.



Product and Technology Communications

Christoph Lungwitz

Spokesperson Design

Phone: +49 151 54331109

Email: christoph.lungwitz@audi.de

www.audi-mediacyenter.com

Product and Technology Communications

Josef Schloßmacher

Spokesperson Showcars

Phone: +49 841 89 33869

Email: josef.schlossmacher@audi.de

www.audi-mediacyenter.com



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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 2020 fiscal year, AUDI AG achieved total revenue of €50.0 billion and an operating profit before special items of €2.7 billion. At present, 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.



Fuel consumption of the models named above

Information on fuel/electricity consumption and CO₂ emissions in ranges depending on the tires and alloy wheel rims used and on the equipment and accessories of the car.

Audi e-tron GT

Combined electric power consumption in kWh/100 km (62.1 mi): 21.8–19.6 (WLTP);
19.6–18.8 (NEDC); 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. Since September 1, 2017, type approval for certain new vehicles has been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Since September 1, 2018, the WLTP has gradually replaced the New European Driving Cycle (NEDC). Due to the realistic test conditions, the fuel consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. Vehicle taxation could change accordingly as of September 1, 2018. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp.

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer. They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electrical consumption, CO₂ emissions and performance figures.

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, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).