

## Passionate about light: Insights from two experts at the Audi museum mobile

**Ingolstadt, February 28, 2023 – In keeping with its current special exhibition “The Speed of Light”, Audi Tradition would like to invite you to an evening of lectures at the Audi museum mobile. On Monday, March 13, Dr. Michael Hamm and Dr. Michael Kruppa will trace the evolution of vehicle lighting from its earliest days up to present times, and then offer a preview of where lighting is heading. Admission is free, but registration by March 9 is essential. After the lectures, you will have an opportunity to look around the special exhibition and talk to both speakers.**

Dr. Michael Hamm and Dr. Michael Kruppa are both renowned experts in the field of lighting. In addition to their name, they also share a passion for light: Dr. Hamm was head of headlight development at Audi from 2012 to 2022. During that time, he introduced numerous innovations, including LED and Matrix LED headlights, and laser as an additional high beam. He is currently a visiting lecturer in traffic light technology at TU Darmstadt and also works as a journalist. Dr. Michael Kruppa has been with Audi since 2013 and dedicated to lighting development since 2016: as head of lighting development, he developed the digital OLED taillights, which are an indispensable part of the Audi-portfolio, together with his team. Now he works as head of front lighting development.

The special exhibition “The Speed of Light” at the Audi museum mobile in Ingolstadt is, for the first time, telling the full story of lighting development through the rich product history of the brand with the four rings. The special exhibition looks back to the beginnings of vehicle lighting – when early automobiles still used actual fire for illumination. Ten vehicles trace the various epochs in lighting technology, while other exhibits illustrate the functionality and the fascination of constantly evolving headlight and rear light technologies. “The Speed of Light” will be on display in the Audi museum mobile until June 4.

To register for the lectures, email [museum.mobile@audi.de](mailto:museum.mobile@audi.de) or call 0841/89-34433. The event starts at 6:30 PM; doors open at 6:00.

*Notice for media professionals: You are also cordially invited – please register in advance by sending an email to [daniela.henger@audi.de](mailto:daniela.henger@audi.de).*

### **Audi Tradition Communications**

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The Audi logo consisting of the four rings symbolizes the Audi, DKW, Horch, and Wanderer brands, which were merged into Auto Union in 1932. Auto Union and NSU merged in 1969 and played a major role in shaping the development of the automobile. Finally, in 1985, Audi NSU Auto Union AG became AUDI AG. Since 1998, Audi Tradition/Auto Union GmbH, together with NSU GmbH, has been maintaining and presenting Audi's extensive and wide-ranging history. The Audi museum mobile at the Audi Forum Ingolstadt is open from Monday to Friday between 9:00 a.m. and 5:00 p.m. and on Saturdays, Sundays, and public holidays from 10:00 a.m. to 4:00 p.m. The August Horch Museum Zwickau is open Tuesday through Sunday from 9:30 a.m. to 5:00 p.m. AUDI AG and the city of Zwickau each hold a 50 percent stake in August Horch Museum Zwickau gGmbH. [www.audi.de/tradition](http://www.audi.de/tradition)

Audi Tradition supports the work of Audi Club International e.V. (ACI). The umbrella organization officially recognized by AUDI AG represents all of the Audi brand clubs as well as the clubs of the predecessor brands of today's AUDI AG. For more information, please visit [www.audi-club-international.de](http://www.audi-club-international.de)

The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. The Audi, Ducati, Lamborghini and Bentley brands operate manufacturing facilities at 21 locations in 13 countries. Audi and its partners maintain a presence 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 fiscal 2021, AUDI AG generated earnings before special items of 5.5 billion euros on revenues of 53.1 billion euros. The Audi Group currently has around 89,000 employees worldwide, some 58,000 of whom work in Germany. With its attractive brands and new models, innovative mobility offerings and pioneering services, the company is systematically continuing on its path to becoming a provider of sustainable, individual premium mobility.

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