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## **Let's talk about PROGRESS: Audi inspires international pioneers at the Bits & Pretzels event**

- Audi brings together experts from Beijing to Munich on a virtual stage
- Added value for the start-up community thanks to open dialog on subjects such as new leadership, digital business models and trends catalyzed by COVID-19
- Hildegard Wortmann, Audi Board Member for Sales and Marketing: "Corona is a catalyst for digitalization but also for new values in leadership culture: now more than ever, leading with passion is becoming a key element of business success."

Munich/Ingolstadt, October 1, 2020 – Under the motto "Let's talk about progress" Audi invited experts from all over the world to take the virtual stage at the Bits & Pretzels event. In order to be an active partner providing added value to the start-up community, Audi and its guests gave answers to questions such as: What are the success factors for leadership in today's world? How does branding sustainably create value? And which internationally successful business models inspire the start-up community? More than 3,000 participants joined Audi's virtual program and gave their interactive input via online chats.

Technology teams, creative thinkers, a shaper mentality – this year once again, those who look for inspiration and networks for their ideas and start-up activities took part in the Bits & Pretzels program from September 27 to October 2. On the afternoon of September 30, Audi invited participants to join varied events on the virtual stage. To kick-off, **Hildegard Wortmann, Audi Board Member for Sales and Marketing**, talked to **Cawa Younosi, Head of HR at SAP Deutschland**, on the subject of new leadership and learning from the times that we live in. "Corona is a catalyst for digitalization but also for new values in leadership culture," said Hildegard Wortmann in the conversation. "Setting a course boldly, using challenges to grow along with your team, and seizing new opportunities – in this way, leading with passion becomes a key element of business success."

**Henrik Wenders**, Senior Vice President Audi brand, discussed how to build a successful brand. As a highlight, he gave the first showing of the new advertising spot for the Audi brand campaign, thus initiating the world-wide launch of a new era for the Four Ring brand.



Since 2014, the Bits & Pretzels festival has been bringing together founders, investors, start-up enthusiasts and other decision-makers from the start-up sector. Due to the COVID-19 pandemic, the event took place this year in virtual form. Named the digital [“Bits & Pretzels Networking Week,”](#) a live-streamed event in English ran from September 27 to October 2, 2020. Audi has been a partner of the festival since 2018.

See [here](#) for the entire media files, including visuals and video material.

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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 16 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 2019, the Audi Group delivered to customers about 1.845 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 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, 90,000 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.

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