



Communication Culture&Trends

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Long-term commitment in New York

- **Audi Urban Future Initiative exhibition opened**
- **Intensive discussions on the subject of mobility in the future at the Festival of Ideas for the New City**
- **Expert knowledge will feed directly into the work of AUDI AG**

Ingolstadt/New York, 9 May 2011 – Peter Schwarzenbauer, AUDI AG Board Member for Marketing and Sales, opened the events of the Audi Urban Future Initiative in New York on Saturday, 7 May. The exhibition of the Audi Urban Future Award 2010 in the Openhouse Gallery and the discussion meetings on the subject of mobility in the future made a long-term contribution in the context of the Festival of Ideas for the New City.

“We expect powerful impulses for all participants from the results of the workshops and discussions in New York: they will inspire the work of architects and planners, as last year’s Award did, and drive the public debate forward,” said Schwarzenbauer with reference to the aims of the Audi Urban Future Initiative. “And we at Audi learn from experts, learn from their ideas and perspectives, and apply this thinking to current projects. But we not only use these perspectives in single projects or at random. We are consistently and systematically looking for new ways to learn and grow,” emphasized Schwarzenbauer.

For further information on the activities of the Audi Urban Future Initiative in New York and up-to-date images from the Festival of Ideas for the New City, see www.audi-urban-future-initiative.com www.audi-mediaservices.com/epk/the-audi-urban-future-initiative.

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