

Ingolstadt, December 14, 2007

## **New Audi world of experience in the Autostadt in Wolfsburg New Audi Pavilion now open**

- **Redesign of the Audi brand presence in the Autostadt**
- **Reopening ceremony with Ralph Weyler, Member of the Board of Management for Marketing and Sales**
- **German premier of the Audi A3 Cabriolet**

The redesigned Audi Pavilion opened its doors to visitors yesterday in the Autostadt in Wolfsburg, after about three months of remodeling. Ralph Weyler, Member of the Board of Management at AUDI AG for Marketing and Sales, and Wolfgang Egger, Head of Design for the Audi Group, hosted a ceremony to inaugurate the new brand presence. “Audi is the premium brand that has developed the most dynamically in recent years,” Weyler said in his address. “Our successful evolution is reflected in our premium brand identity at dealerships, motor shows and events – and now at our brand pavilion in the Autostadt as well.”

Audi and the Autostadt in Wolfsburg both have an impressive history of success: while the brand with the four rings is targeting its twelfth consecutive record year, the Autostadt has welcomed more than 15 million guests since opening in June 2000, and it provides Audi with an important platform for communication.

Built by Gunter Henn in 2000, his redesign of the Audi Pavilion for 2008 is centered on the “Audi genes.” The tour of exhibits focuses on the brand’s groundbreaking technological innovations, its visionary design and its success in racing. The Audi Pavilion features elaborate interactive exhibits on the topic of “Vorsprung durch Technik” and Audi’s design language, offering visitors an extensive insight into the brand’s DNA. The highlights of the exhibit remain the latest members of the Audi model family. Along with the centerpiece of its product range – the Audi R8 – Audi presented the Audi A3 Cabriolet to visitors to yesterday’s opening ceremony, marking the car’s German premier in Wolfsburg.

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