

Corporate Fashion

As at 09/2021

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Introduction

Audi Corporate Fashion

- ▶ The Corporate Fashion is part of the Corporate Design and specifies the dress style within and outside of the company.
- ▶ The Corporate Fashion embodies the identity and prestige credentials of the Audi brand.
- ▶ The objective is that Audi employees and dealership employees project a consistent and professional identity to outsiders.
- ▶ This is ensured by the restrained style, high-quality materials and colours of the clothing.
- ▶ This guideline defines the type of clothing for the various divisions based on three categories:
 - Business/representative
 - Sporty/casual
 - Functional clothing/workwear

The Corporate Fashion not only communicates a positive image, but also enhances the presence of all those who wear it.

All items of clothing can be obtained via Audi Corporate Fashion Shop (www.audi-corporate-fashion.com) exclusively. They are available in standard sizes. The articles from Audi Service and Business Corporate Fashion come from well-known manufacturers such as Seidensticker, Greiff Mode, Hakro and others.

All members of the Audi workforce – whether representing the company at trade shows or in dealerships, as workshop employees or as racing drivers – determine the image of the Audi brand in equal measure through their appearance. In the same way, in representing a premium brand, each employee’s appearance communicates the individual’s attitude and competence.



business / representative



sporty / casual



functional clothing / workwear

Basic idea

1.0 Brand identity

Audi Corporate Fashion embodies the identity, philosophy and prestige credentials of the Audi brand – as do our products, communication measures and our identity at the dealership. This guideline applies to Corporate Fashion across all organisational units (AUDI AG, Audi importers, Audi dealers). It relates to the appearance of external and in-house employees alike and extends from businesswear through sporty attire to functional clothing.

Transfer of the Audi brand identity to the Corporate Fashion

- ▶ The brand's design philosophy is translated into progressive and dynamic styling.
- ▶ Our sense of style is confirmed by a modern and puristic collection, without being avant-garde or slavishly following every fashion trend.
- ▶ Technical competence is reflected by unique, intelligent solutions, e. g. for closures and details.
- ▶ Our prestige credentials and the quality that typifies Audi are confirmed by high-quality materials and exquisite workmanship.



1.1 Sample classification of organisational units

Consistent appearance of all Audi employees

A basic concept for all items of clothing ensures that all employees have a consistent, recognisable appearance. All items of clothing are carefully coordinated with one another.

Modular principle

The collection is pared down to selected garments that are used across all organisational units and can be combined with one another depending on the employee's role.

Creating synergies

Employees with a similar function wear the same clothing. Differentiation is via the branding and/or specific function-based adaptations.

Easy to apply

All organisational units can be classified into one of three basic categories:

- ▶ business / representative
- ▶ sporty / casual
- ▶ functional clothing / workwear

| Business / representative | Sporty / casual | Functional clothing / workwear |
|---|---|--|
| <ul style="list-style-type: none">▶ Dealership (sales)▶ Trade shows (stand personnel and hostesses)▶ Audi Service customer-contact personnel▶ Events▶ Audi Forums, reception▶ Audi museum mobile▶ VIP chauffeur service▶ Company-car centre▶ Vehicle handover▶ Works orchestra | <ul style="list-style-type: none">▶ Audi driving experience / training▶ Audi Motorsport (employees)▶ Audi Tradition | <ul style="list-style-type: none">▶ Audi Motorsport (pit team/drivers)▶ Production▶ Audi Service (workshop)▶ Plant security▶ Fire service/paramedics |

1.2 Colours

In the context of the Corporate Fashion, colour is an identifying element and is the most striking and most easily recognisable feature. The Audi brand colours are used consistently in different weightings across the entire range of Corporate Fashion. No shades of blue are used.

Only the Audi brand colours are used!



CMYK 0/100/90/0 or
PANTONE® 032

1.3 Branding

Branding is consistent for the employees of all areas. It has a different weighting in the three categories.

- ▶ In the business/representative category, branding is discreet with a high-quality name badge.
- ▶ In the sporty/casual category, the garments themselves feature consistent branding of a modest size.
- ▶ On functional clothing, branding is on the garments themselves, is consistent in colour and its size is adapted to the function of the clothing.



Branding in the business / representative category



Branding in the functional clothing / workwear category



Branding in the sporty / casual category

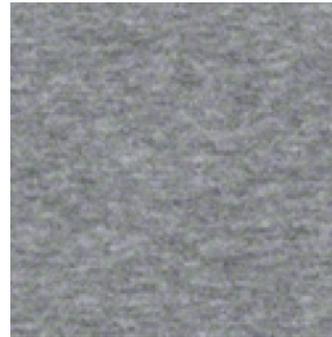
1.4 Materials

To comply with the prestige standards of Audi, high-quality and selected materials are used across the entire range of garments.

They meet the requirements of the clothing in the various functions and workplaces.

The materials:

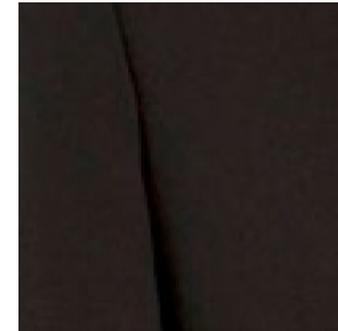
- ▶ are light, comfortable to wear, natural and breathable
- ▶ exemplify high-quality workmanship
- ▶ do not soil easily or are dirt-repellent (e. g. thanks to a special Teflon coating)
- ▶ are extremely durable: can be washed frequently without impairment to the quality. For this reason, suits are made from a blend of polyester, pure new wool and lycra as a suit made from pure wool alone is not suitable for daily use over a longer period of time.
- ▶ are crease-free or crease-resistant: the fabric does not become baggy at the knees or pockets as a result of the wearer crouching down
- ▶ suitable for summer and winter



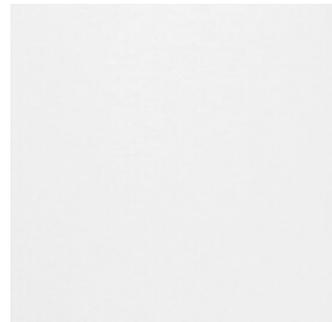
long-stapled, combed and ring-spun cotton



Material: Crêpe de Chine



breathable micro-ripstop Outer



Performance material mix Mikralinar®



elastic jersey material



breathable micro-ripstop Outer

Categories

2.0 business / representative

The business/representative category is designed for employees with a representative role who welcome, advise and assist customers, e. g. in the dealership, in Audi Forums and at trade shows and events. Here the primary goal is that employees look sincere, sophisticated and competent. The colours, cuts and materials have been chosen accordingly.

2.1 Integration in the brand identity

- ▶ A modern, puristic and timeless collection ensures a good sense of style
- ▶ The choice of classic, serious colours (black and white) fits in with the Audi colour scheme at trade shows and in dealerships. The Audi showroom constitutes the basis.
- ▶ Use of selected materials (no standard materials) and high-quality workmanship
- ▶ The quality of the materials meets the demands made of the clothing in this area:
 - extremely durable: can be washed frequently without impairment to the quality
 - crease-free or crease-resistant: the fabric does not become baggy at the knees



2.2 Accessories

- ▶ Accessories are of high quality and complement the clothing in an elegant manner. They are modern, puristic and timeless.
- ▶ Jewellery should match the style of dress. It must be simple and restrained; silver jewellery is preferable.
- ▶ Shoes should be black to coordinate with the colour of the clothing.



3.0 sporty/casual

Employees who represent the brand at sports events and during training programmes should look sporty, active and dynamic. The Corporate Fashion for this category has been designed accordingly. Clothing in the sporty/casual category is used by Audi Sport, Audi Tradition and Audi driving experience employees. In Service departments, it can also be worn in the customer contact area.



3.1 Integration in the brand identity

- ▶ The clothing in this area meets the demands of sporty/casual attire:
 - functional
 - pleasant to wear; offers freedom of movement
 - comfortable and practical
- ▶ The entire spectrum of Audi primary colours is used.
- ▶ High-quality materials and workmanship
- ▶ Neat, puristic and timeless
- ▶ Sporty cut
- ▶ Garments are easy to combine



4.0 Functional clothing / workwear

The functional clothing/workwear category is for employees in the areas of motorsport (drivers and pit team), workshops, production, works security and the fire service.

4.1 Integration in the brand identity

- ▶ Functionality is of primary importance
- ▶ Meets safety requirements in the workplace
- ▶ Pleasant to wear; offers freedom of movement
- ▶ Can be worn in all weathers, dirt-resistant and tough
- ▶ High-quality materials and workmanship
- ▶ While the use of black and white is prioritised in the representative category, Audi red is also used generously in this category. This serves to attract attention, ensure long-distance visibility and differentiate between functions.



The key recommendations

| | | |
|---------------------------------------|---|---------|
| In principle | ▶ Your appearance should correspond to how you would wish the employee welcoming you to appear. | |
| Men's and ladies' suits | ▶ Men's and ladies' suits must be of high quality. | Page 8 |
| | ▶ They are worn in the classic business colour, black. | |
| | ▶ Men should always wear a belt with a suit. | Page 9 |
| Shirt/blouse or t-shirt/polo shirt | ▶ Shirts and blouses are white, red and black can also be used for certain areas. | Page 8 |
| | ▶ Gaudy and bold colours are not permitted. | |
| | ▶ In the sporty/casual category, t-shirts and polo shirts are preferably in white, red or black | Page 10 |
| Branding | ▶ High-quality branding | Page 6 |
| | ▶ No brand logo on the collar | |
| | ▶ The name badge is worn at the left below the shoulder and is visible at all times. | |
| Ties | ▶ If employees in contact with customers wear a high-quality tie, it should be red. | Page 8 |
| Shoes and socks/tights | ▶ Shoes should match the suit. They must be clean, black and worn with black tights/socks. | Page 8 |
| | ▶ Socks may not be patterned or too short | |
| Jewellery | ▶ Ladies: unobtrusive, restrained jewellery, preferably silver | Page 8 |
| | ▶ Men: unobtrusive, restrained jewellery | |
| | ▶ Unobtrusive, neat watches | |
| Other requirements | ▶ – Stylish ensemble | Page 8 |
| | ▶ A well-groomed appearance (hairstyle, fingernails) | |
| | ▶ Subtle perfume and make-up | |

Contacts and ordering process

Additional information and templates can be found on the Audi CI Portal on www.audi.com/ci in the area of Dealer Facility.

Ordering

All items of clothing can be obtained via Audi Corporate Fashion Shop (www.audi-corporate-fashion.com) exclusively. They are available in standard sizes, special sizes on request.

Contacts

- ▶ Audi Corporate Fashion Shop
www.audi-corporate-fashion.com
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Mr. Alexander Nonn
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Contacts Holfelder GmbH

(supplier of Audi Corporate Fashion)

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