Annual Press Conference of AUDI AG
Audi RS 7: Concept car performing world‘s sportiest piloted drive
24 hours of Le Mans 2014: Audi winning for the 13th time
Audi RS 5 TDI: Concept fusing efficiency and high-performance
Audi prologue: Signature car featuring new design language
Model initiative 2015: Audi Q7 setting segment benchmark
Audi Q7 e-tron: First plug-in-hybrid featuring diesel and quattro
New Audi R8 family: Audi presenting sporty spearhead
Sportiness and driving pleasure: Audi is quattro core technology

6 M quattro models sold since 1980
Innovation areas: Audi shaping mobility of the future

Design and Light

Connectivity and Piloted driving

Aggregates, Efficiency and Sustainability

CO₂
Design: Audi prologue Avant showing future of Avant concept
Light: Automotive lighting becoming information carrier
Connectivity: New applications enhance safety and comfort
New operating concept: Audi shows Smartwatch and touch-display
Piloted driving: Audi accomplishing 550 miles distance test
Piloted driving: Audi bringing traffic jam pilot to series

Top View

Mid Range Radar

Ultra Sonic

Ultra Sonic

Long Range Radar

Laser Scanner

Video
Road test: Audi A7 piloted driving proving production readiness
Efficiency: Audi optimizing potentials of combustion engines

**EAV**
**Electrically Driven Compressor**

- Compressor Wheel
- Fixed Bearing Rotor
- Cooling Agent Connection
- Magnet Spring
- Movable Bearing Stator
- Electronics

**PEA**
**Predictive Efficiency Assistant**

- Environment Data
- Navigation Radar Sensors Laser Scanner
- Radar Sensors
CO₂: Audi leveraging all means of emission reduction

20% Reduction

30% Reduction

H₂
Drivetrain diversity: Audi offering efficiency in all segments
Audi R8 e-tron: Electric car is ambassador of long-range mobility
Future electric mobility: Audi planning Sports Activity Vehicle
Audi A7 h-tron quattro: Fuel cell is ready for series production
„Vorsprung durch Technik“

... more than ever.
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