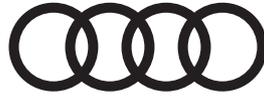


What will drive us tomorrow. Opportunities and challenges of e-mobility for Europe.



Documentation of the event on November 8, 2016,
at Thon Hotel EU in Brussels

The automotive industry is on the cusp of a new era. On the path to an emission-free future for mobility, the electrified drivetrain will play a central role. Consolidating knowledge and competencies relating to electric mobility in Europe will require networking and cooperation. We need new forms of cooperation across sectors and industries as well as across economic regions. Audi regards promoting this dialog as part of its corporate responsibility, and it therefore chose electric mobility as the topic of this year's Stakeholder Forum.

Some 100 participants discussed the opportunities and challenges of electric mobility. The main topics of the event centering on the technology of the future were the demands on research and development in Europe, the shaping of new business models, other essential steps in expanding the charging infrastructure, and a comprehensive sustainability assessment of electric mobility and alternative drive systems.

The aim of the Audi Stakeholder Forum is to achieve an even more intensive, open exchange with experts. The forum is also intended to generate major impulses for all parties involved.

One central finding of the intensive discussions:

As a premium manufacturer, Audi must be prepared to reposition itself and boldly undergo a transformation – from a car manufacturer into a mobility provider of the future.

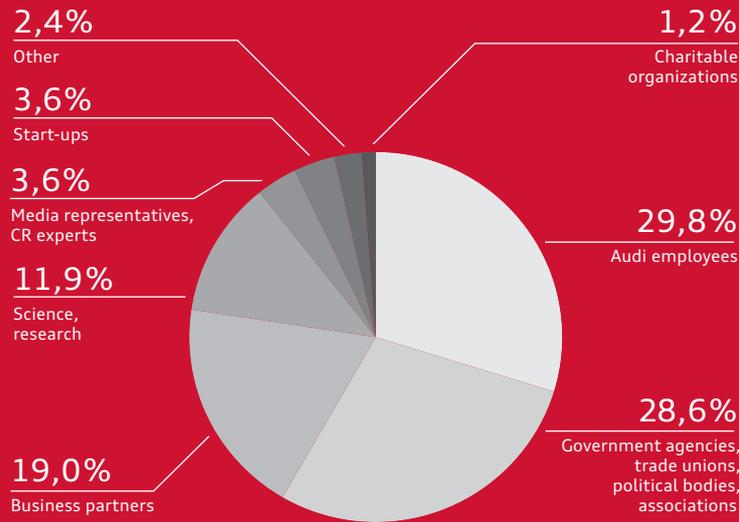
Essential points and findings were captured on an engine hood by a graphic designer during the forum.





The participants of the International Audi Stakeholder Forum 2016

To accomplish electrification of drives in Europe and worldwide, we need a constructive dialog involving all stakeholders: Politicians, industry and society are all called upon to tackle the opportunities and challenges of electric mobility. The participants – around 100 specialists – were correspondingly drawn from a broad selection of disciplines.



Important aspects for the participants

When enrolling for the event, participants were given the opportunity to put forward key questions and topics. We used these topics as starting points for the discussions in the workshops and in the podium discussion, and represented them visually in a tag cloud.





The program at a glance

The focus of the Stakeholder Forum was on exchanges between the experts in attendance and representatives of Audi. The general point of the event was that the electrification of drives is a central step along the road to sustainable mobility.

Electric mobility provides opportunities for an energy revolution, but at the same time presents various challenges to companies, the business world and politicians: They need to assess customer requirements and the sustainability of electric mobility as well as flesh out and foster new business models and define legal frameworks. “The future of individual mobility will increasingly be electric,” explains Dr. Stefan Niemand, Head of Electrification at AUDI AG, who opened the event with his keynote speech and presented the main developments and challenges from Audi’s perspective. He went on to outline how the electric mobility concept can only succeed if car manufacturers build infrastructure, range and sustainability aspects into their considerations from the outset.

In their keynote speeches, Lukas Neckermann, Managing Director of the London management consultants Neckermann Strategic Advisors, and Prof. Dr. Quing Zhou, Professor of Automotive Engineering at the Tsinghua University of Beijing, provided vital starting points for the discussions in the subsequent workshops. The event was chaired by Ole Tillmann, moderator and owner of the coaching agency PEAK Creative Leadership.

