

# Audi

magazine Summer 2014



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Rob Kearney:  
behind the wheel

## drive

Audi at the CES:  
exciting insights

## move

Audi quattro:  
highlights

## inspire

George Clooney:  
Monument Man

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**Audi Inspiration**  
**Sales Event**

# Editorial

**Welcome to the Summer edition** of Audi Magazine bringing you exciting news and features from Audi both in Ireland and abroad.

**In this edition**, we have included interviews with our brand ambassadors Rob Kearney and former Kerry footballer, Paul Galvin. We also outline the latest fashion trends from Harvey Nichols Dublin in addition to previewing the 2014 Audi quattro Cup where we mark your card and profile the top holes in this year's tournament.

**Since the last edition** of Audi Magazine in Autumn/Winter 2013, Audi Ireland has achieved a number of significant milestones.

**In the first quarter of 2014**, Audi Ireland reinforced its position as the premium market leader. This strong opening performance follows on from a successful 2013 with the car marque achieving record market share of 5%, ensuring that Audi remains Ireland's No. 1 premium car brand for the fifth successive year.

**At the beginning of this year** our flagship model, the Audi A8 was launched which is now available to Irish customers. This hugely successful event was followed by the opening of Audi Athlone in early May, the latest investment in our €80m dealer network transition. The brand new 12 car showroom heralds a new era for motoring in the Midlands.

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Welcome to the Summer edition of  
Audi Magazine

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**The early months of 2014** also saw the stylish Audi A3 take the accolade as the 2014 World Car of the Year. A tremendous honour for everyone at Audi with the jurors describing the A3 as a "silky smooth ride that approaches limousine quality".

**In mid-May**, we had a spectacular event to showcase the newest addition to the Audi A3 range at the Audi A3 Cabriolet Summer Fashion Show at Harvey Nichols, Dundrum Town Centre with Audi Ireland brand ambassador, Kathryn Thomas, acting as MC for the night.

**The second half of 2014** will see the arrival of some exciting new models including the A3 e-tron and the eagerly awaited new Audi TT, the latest additions to our unrivalled product portfolio.

**I would like to thank you** for your continued support in choosing Audi and we hope you enjoy this latest edition of Audi Magazine.

Yours sincerely,  
Christian Gussen  
*Managing Director, Audi Ireland*



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### Key to symbols

**WWW**  Read more about a specific article online.

 These videos explore Audi models, events, personalities and reports.



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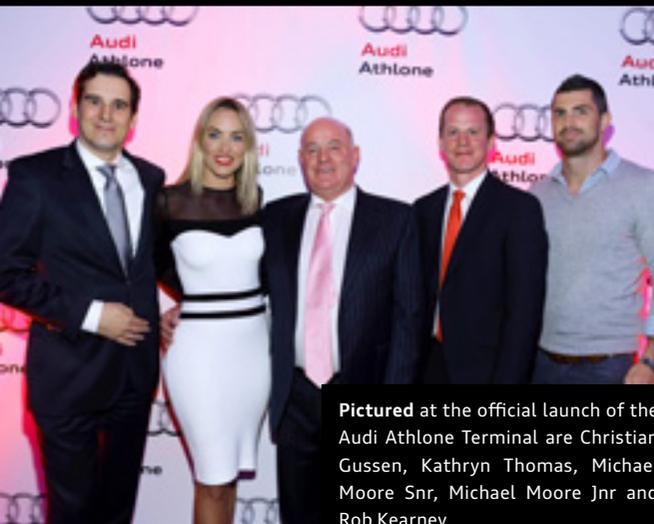
Photos: AUDI AG, Patrick Bolger, Ruven Afanador/Corbis Outline, [www.freerideworldtour.com](http://www.freerideworldtour.com)/D.Daher, Christoph Seeberger, Christoffer Sjostrom, Christian Lohfink.

Audi A3 Cabriolet fuel consumption urban/extra-urban/combined (in l/100 km): 7.8-5.1/5.0-3.7/6.0-4.2. CO<sub>2</sub> emissions combined (in g/km): 140-110, EU6. Audi RS Q3 fuel consumption urban/extra-urban/combined (in l/100 km): 12.2/6.9/8.8. CO<sub>2</sub> emissions combined (in g/km): 206, EU5. The Audi A3 Sportback e-tron is not yet available for sale. It does not yet have whole vehicle type approval and is therefore not subject to Directive 1999/94/EC. The following preliminary figures are available: Fuel consumption combined (in l/100 km): 1.5. CO<sub>2</sub> emissions combined (in g/km): 35. Energy consumption in pure electric mode (NEDC): 14.1 kWh/100 km; Energy efficiency class A+. Audi R8 Coupé fuel consumption urban/extra-urban/combined (in l/100 km): 22.2-19.3/10.6-8.4/14.9-12.4. CO<sub>2</sub> emissions combined (in g/km): 346-289, EU5.

# Lifestyle

The latest news in pictures from Audi Ireland

## Audi Athlone



**Pictured** at the official launch of the Audi Athlone Terminal are Christian Gussen, Kathryn Thomas, Michael Moore Snr, Michael Moore Jnr and Rob Kearney



**Pictured** at the official launch of the Audi Athlone Terminal is Audi Athlone Ambassador Niall Breslin

**Pictured** enjoying the night at the Audi Athlone Terminal launch are Irish Rugby stars Rob Kearney and Robbie Henshaw

Photos: Jason Clarke Photography

## Audi A3 Cabriolet Launch at Harvey Nichols Summer Fashion Show



**Pictured:** Audi Ireland brand ambassador Kathryn Thomas showcases the newest addition to the Audi A3 range at the Audi A3 Cabriolet Summer Fashion Show at Harvey Nichols, Dundrum Town Centre



**Pictured:** A model showcases the latest trends at the Audi A3 Cabriolet Summer Fashion Show at Harvey Nichols, Dundrum Town Centre

Photos: Mark Stedman/Photocall Ireland

# 5.1 REASONS TO LISTEN

DISCOVER THE BANG & OLUFSEN SOUND SYSTEM FOR THE AUDI A3



Featuring the most sophisticated 5.1 surround sound for the compact class, the Bang & Olufsen Sound System for the new Audi A3 Sedan produces music so clear, so pure that you won't want to stop driving. And with 5.1 surround sound also featured in the new BeoLab 14 system for the home, you know that the focus of Bang & Olufsen is where it belongs – on the music.

Exclusive myAudi Partner  
[myAudi.ie](http://myAudi.ie)



**Audi**  
Partner in technology

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Rugby star and Audi Brand  
Ambassador Rob Kearney has  
already enjoyed a very hectic and  
successful start to 2014. In this  
edition of Audi Magazine, Rob chats  
about rugby, his Audi A7 and how  
he unwinds away from the pitch

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# Rob Kearney



**Audi magazine:** It has been a special few months for Irish rugby. Were you confident as a team that you were going to win the Championship this season?

*Rob Kearney:* We were confident in the sense that we knew we had a good squad and that if we played to the best of our ability, we could beat any team on a given day. You need a lot of things to fall your way to win a Six Nations and you have to be consistent for weeks on end!

**Can you describe the intensity of the final 15 minutes of the game in Paris?**

Like any test match where the result is in the balance – you're pretty focused on what is happening on the field, but of course conscious of the clock and the score board. Knowing you need to win and believing you can gives you focus and you tend to block out the rest!

**How does the 2014 6 Nations Championship compare to 2009?**

2009 was a grand slam and was very special for us as the first team to have won it in 62 years but I guess it was somewhat different this time. We expect, as a team, to be competing to win every year, so personally it is a huge honour to have won, but now all the focus will be on the summer tour of Argentina.

**What has it been like playing with your brother during this winning season?**

It has been great! We obviously live together and play with Leinster together, so we have a pretty close relationship and it's always great to be able to share these experiences with a family member.

**There were quite a few "selfies" after the match against France, who is the most obsessive smartphone user on the team?**

Hard one to answer, but I'm going to go with Mike Ross or Cian Healy... the front row brigade!

**What is the atmosphere like on the team bus when travelling to and from matches?**

On the way to matches it's pretty quiet. The guys are focused and listening to music or doing whatever it is that gets their heads right for the task ahead. The way back can go one of two ways – joyful and full of banter if you win, or quiet and reflective should you lose!

**Do you prefer to drive or be driven?**

I prefer to drive, all the time! No contest. Occasionally I like to be driven but that's only on a rare occasion!

**You're currently driving an Audi A7. Where in Ireland would you most like to take your Audi for a spin?**

I don't get to drive much outside of work and training so anywhere with some good driving roads would be cool. I'm going to say the Cooley Peninsula, Co. Louth as that's home and that's where I know best!

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The A7 would be any of the back three players or the back row. Powerful and quick off the mark with great handling ability.  
—

**What is your favourite thing about your new Audi A7?**

It's a tie between the A7's spacious boot size, perfect for all my kit, and the Bang & Olufsen Advanced Sound System!

**If the Audi A7 was a rugby player, what position would it be and why?**

I think the A7 would be any of the back three players or the back row. Powerful and quick off the mark with great handling ability.

**You come from picturesque Cooley in Co. Louth which is famous for its beauty and mountainous landscape. Did the A7's all-wheel permanent drive quattro® power play a factor in choosing your car?**

I have to be honest and say that Audi gave me a steer on which car to choose! I am fully appreciative of the quattro® technology and for me the A7 is the most stylish car currently on the Irish market. Having quattro® permanent all-wheel drive gives you much more confidence on the road and makes you feel in control all the time!

**How does the A7 and its quattro® technology compare to other two-wheel drive cars that you have driven in the past?**

There is no real comparison. The quattro® technology gives road handling unlike anything I have had the privilege of driving to date.

**The power of quattro® is its ability to inspire driver confidence. What player would you say inspired you with confidence the most throughout your career to date?**

I think I have been inspired by most players at the top of their game. You take a little bit of the many great qualities of the best players in the world and try to weave them into your own game. I have had the privilege to play with and against some of the best in the world of rugby and it would be hard to pick one stand out player.

**What do you do to relax when you're not playing rugby?**

Time off for me is spent in the company of my close friends and family. If I'm in the city, coffee shops and nice food or trips to the cinema take my preference. If I'm at home, it's good to spend some time with family up in Co. Louth and if I'm lucky enough to get a block of time off, I like to be anywhere sunny and warm and by the sea!

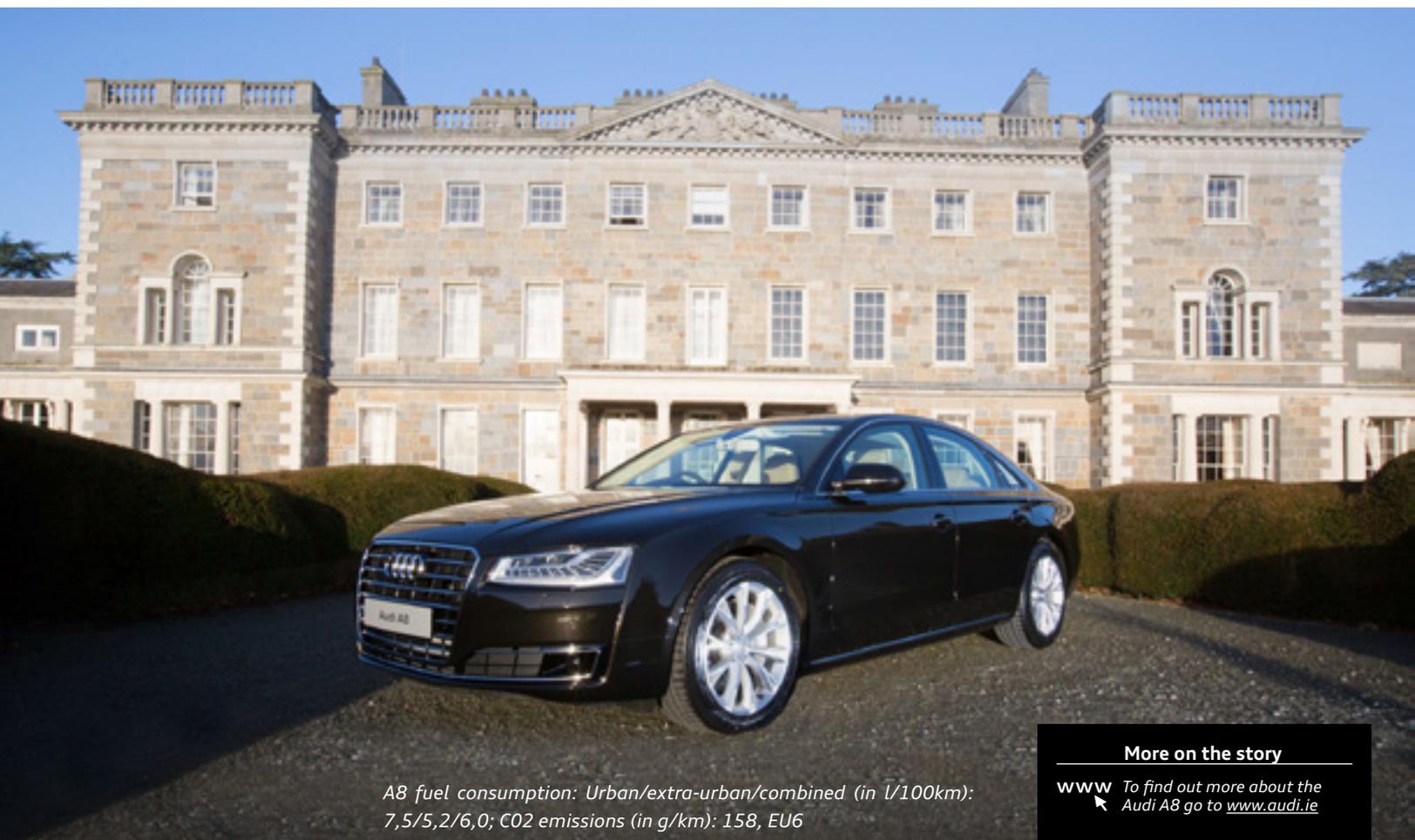
# A8

—  
Subtlety at its  
most luxurious:  
the new Audi A8  
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## Standfirst:

—  
High-tech lights might be grabbing all the attention in Audi's new A8, but they're not the only illuminating feature of the luxurious four-door saloon.

*By Shane O'Donoghue*  
—



A8 fuel consumption: Urban/extra-urban/combined (in l/100km):  
7,5/5,2/6,0; CO2 emissions (in g/km): 158, EU6

**More on the story**

**WWW** To find out more about the  
Audi A8 go to [www.audi.ie](http://www.audi.ie)

**What is 'luxury' anyway?** It's a word that's banded about everywhere we look today, from budget supermarket chocolates made to look like famous brands' to tiny one bedroom apartments in certain parts of Dublin that have had a fresh lick of paint and a few satin silver light switches. And of course the word is overused in the car world. Leather is never anything other than 'luxurious', even if it's offered in a mainstream model, and niceties such as in-car connectivity, climate control and electric seat adjustment are too often labelled as 'luxuries'.

**That is unless we're talking about the likes of the new Audi A8 saloon**, in which such things are taken for granted by its buyers. Indeed, we could fill this magazine with the details of the specification, which includes all of the above, along with high-spec satellite navigation, adaptive air suspension and an advanced 'pre-sense' safety system to complement the huge number of safety devices employed to protect the car's occupants. One such item, which observers may label as an aesthetic thing rather than a safety one, is LED lighting, as full LED headlights are now fitted to the A8 as standard - and they're simply phenomenal.

**Audi has done such a good job** on the standard SE's specification that there might initially appear little logical reason to move up through the grades, but the new SE Executive line featuring 19-inch alloy wheels, adaptive cruise control, comfort seats with 22-way electrical adjustment and its birdseye 360-degree camera give customers a compelling reason to upgrade. All variants sold in Ireland come with the unfussed reassurance of quattro all-wheel drive, plus the silky smooth eight-speed Tiptronic automatic gearbox. That's a great partner for the V6 diesel engine, which produces up to 260hp and a staggering 580Nm of torque. It's sometimes difficult to quantify 'torque', and it's often described as 'pulling power', but in the A8 it means continuous, meaningful, yet effortless acceleration at pretty much any speed up to its 250km/h limit. Sure it can out-accelerate so-called hot hatches with its 0-100km/h time of 5.9 seconds, but it's the manner in which it can do this that sets the A8 apart from lesser cars.

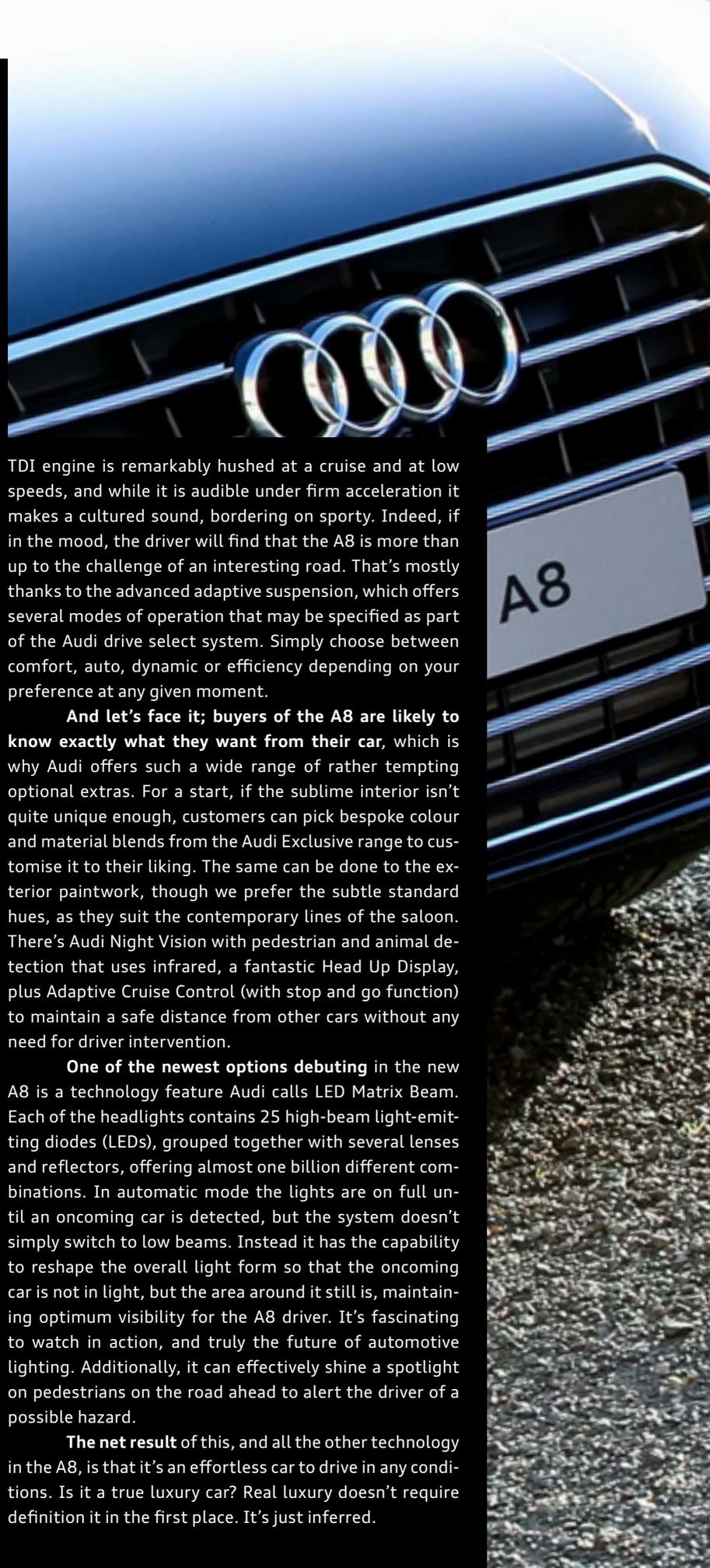
**Even if the driver is enjoying all of the A8's performance and traction**, the other passengers remain comfortable and pampered, sinking into the (don't say it) Valcona leather upholstery, with space to stretch out, especially if they're in the long wheelbase model. Tactile materials and switchgear abound the cabin. The 3.0

TDI engine is remarkably hushed at a cruise and at low speeds, and while it is audible under firm acceleration it makes a cultured sound, bordering on sporty. Indeed, if in the mood, the driver will find that the A8 is more than up to the challenge of an interesting road. That's mostly thanks to the advanced adaptive suspension, which offers several modes of operation that may be specified as part of the Audi drive select system. Simply choose between comfort, auto, dynamic or efficiency depending on your preference at any given moment.

**And let's face it; buyers of the A8 are likely to know exactly what they want from their car**, which is why Audi offers such a wide range of rather tempting optional extras. For a start, if the sublime interior isn't quite unique enough, customers can pick bespoke colour and material blends from the Audi Exclusive range to customise it to their liking. The same can be done to the exterior paintwork, though we prefer the subtle standard hues, as they suit the contemporary lines of the saloon. There's Audi Night Vision with pedestrian and animal detection that uses infrared, a fantastic Head Up Display, plus Adaptive Cruise Control (with stop and go function) to maintain a safe distance from other cars without any need for driver intervention.

**One of the newest options debuting** in the new A8 is a technology feature Audi calls LED Matrix Beam. Each of the headlights contains 25 high-beam light-emitting diodes (LEDs), grouped together with several lenses and reflectors, offering almost one billion different combinations. In automatic mode the lights are on full until an oncoming car is detected, but the system doesn't simply switch to low beams. Instead it has the capability to reshape the overall light form so that the oncoming car is not in light, but the area around it still is, maintaining optimum visibility for the A8 driver. It's fascinating to watch in action, and truly the future of automotive lighting. Additionally, it can effectively shine a spotlight on pedestrians on the road ahead to alert the driver of a possible hazard.

**The net result** of this, and all the other technology in the A8, is that it's an effortless car to drive in any conditions. Is it a true luxury car? Real luxury doesn't require definition in the first place. It's just inferred.



# Audi Club

—  
Join Ireland's most exclusive club –

Audi Club at The O2  
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**Dublin has long held a reputation** as one of Europe's most desired locations for the world's greatest artists thanks to the famed warm Irish welcome that acts get when playing in the Capital.

**One of Dublin's most renowned music arenas** is The O2. The 14,000 capacity venue is located on North Wall Quay in the heart of the Docklands. Pop icons such as Beyoncé, The Eagles and the timeless Status Quo have already played sold out gigs there this year and the line-up for the rest of the year does not disappoint.

**The O2 has many unique characteristics** that position it as one of the most advanced live music venues in Europe, none more so than its deluxe private members club, the Audi Club. This luxurious and exclusive area allows patrons to enjoy the ultimate entertainment experience in a relaxed and exquisite environment.

**Not surprisingly**, the Audi Club at The O2 has become one of the most sought after and prestigious clubs in the country as membership guarantees centre-stage tickets to every show at The O2 and is suitable for groups as large as eight.

**Members can enjoy access** to the Audi Club on every show night via a private entrance, a reserved table on arrival, an extensive food and drinks menu and, most importantly, the opportunity to enjoy the pre and post-show atmosphere in the Audi Club. At show time, centre stage seats are just seconds away in the venue. A seamless journey from beginning to end.

**Not only that, but by becoming a member, you can also enjoy access to The Circle Club** at the Bord Gáis Energy Theatre. The 2,100 seater theatre not only plays host to the world's best musical theatre direct from the West End and Broadway but musical acts such as the legendary Tony Bennett and Elvis Costello will play one off gigs at the venue this year.

**At The O2, members of the Audi Club can look forward to a stellar line-up** of shows for the remainder of 2014 from a wide variety of world class artists. The record-breaking classical pop group, Il Divo, will arrive on the 26th October. The group delighted a sold out audience at the same venue in April 2013 and return with the goal of producing something 'extra special'.

**World renowned tenor, Andrea Bocelli** will make his return to The O2 on Friday 14th November accompanied as always by his spectacular Orchestra and Choir.

**In early December**, legendary singer Elton John and his band will delight Irish fans as they play all the classic hits from his five-decade career. The Tiny Dancer singer's performance will coincide with the launch of his 40th anniversary special edition release from the album Goodbye Yellow Brick Road.

**On 12th December** the master composer and conductor, Ennio Morricone will bring his farewell tour to The O2, a show that is sure to delight his dedicated fans.

**Later on that month**, on 17th and 18th December, the ever popular violin master that is André Rieu who is famed for his energetic and festive live concerts will play to what will no doubt be a sold out venue.

**These shows along with a host of others** will entertain Audi Club members and their guests, creating great memories on every show night.

**Audi Club Membership is fully transferable** which means it can be used throughout an organisation for clients and staff entertainment or privately among-family and friends.

## Audi Club Membership Benefits include:

- ▶ Priority purchase on up to eight centre stage tickets for every show
- ▶ Twenty four Complimentary Tickets
- ▶ Membership of The Circle Club at Bord Gáis Energy Theatre
- ▶ Complimentary Car Parking on every show night
- ▶ Pre and Post Show Access to the Audi Club on every show night
- ▶ Dedicated Account Management Services
- ▶ A Gift Card to spend in the Audi Club on show nights



**Audi**Club

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This luxurious and exclusive area allows patrons to enjoy the ultimate entertainment experience in a relaxed and exquisite environment.

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**Whether part of a large corporate group or entertaining a few friends**, Audi Club members are guaranteed the same exceptional standard of personal service from the dedicated Audi Club team.

**As a member** of Ireland's most popular private member's club, experience the very best in Irish and international live entertainment in luxurious and exclusive surroundings. This is the club that puts its members centre stage every step of the way.

### More on the story

**WWW**  For more information on how to become a member, visit [www.audiclub.ie](http://www.audiclub.ie). Find us on Facebook (search 'Audi Club The O2') or follow us on Twitter (@AudiClubTheO2).



# Audi quattro Cup

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They are some of the best golf holes in Ireland, on some of our most prestigious courses and Audi drivers will be rising to their challenges as the Audi quattro Cup swings into action.

*By Simon Lewis*

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## K Club

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7th, par five, 606 yards

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**The Smurfit course**, named for co-owner Michael Smurfit, was home to the European Open three times during its tenure at the K Club producing champions of the calibre of Retief Goosen and Colin Montgomerie in 2004 and 2007 respectively. It plays host to the Audi quattro Cup on July 17th and its seventh hole, known as Swallow Quarry, is the signature hole.

**It is the Smurfit course's prettiest hole** and one to enjoy on the links-styled layout in Kildare designed by Arnold Palmer's company in 1991. The man-made rock face rising 60ft high out of the lake that skirts the right side of the fairway takes all of the plaudits but it is a tough hole play from an elevated tee towards the quarry with a backdrop of trees. The K Club pros recommend this picturesque hole is best played as a three-shotter with the objective to set up a good approach into a very large green.

## Glasson

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15th, par three, 185 yards

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**Christy O'Connor Jnr designed this Co. Westmeath gem** near Athlone, which has twice hosted the European Challenge Tour, and he describes this stunning par-three as one of the most scenic holes in Irish golf. Just getting to the tee from the par-five 14th is a bit of an adventure, crossing a bridge over Lough Ree to an island tee box. The tee shot is also over water and the lake's reeds to a semi-island green with water on three sides. Come up short and you are literally on the rocks with the bounce perhaps kicking your ball forward onto the green but most likely back into the lough. And even if you find the green, having survived the test of nerve and avoided the watery grave, you are firing into a two-tier putting surface with plenty of work still to do.

**"It's a strong hole** and if you walk off with a par you'll be delighted," Glasson Hotel and Golf Club director of sales and golf Gareth Jones says.

**Open to Audi customers**, playing with a guest on a team of two, who have purchased a new Audi in the last five years, the Audi quattro Cup attracted nearly 700 golfers in 2013.

**This year there will be seven regional heats**, the top six teams from each heat playing the final in August, with the winners representing Ireland at the world final in Dubai this December. So what better way to whet the appetite for this year's competition than by introducing four of the best holes to be played this summer.



## Enniscrone

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16th, par five, 514 yards

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**When it comes to memorable golf holes**, the renowned Co. Sligo links at Enniscrone, ranked 12th best in Ireland by Golf Digest, is spoiled for choice but this tough par-five is the club's stand-out, their picture postcard of choice. Known as The Long Bank, the 16th was one of the new holes built by noted architect Donald Steel in 2001 to augment Eddie Hackett's 1974 layout and sits in the high dunes with Killala Bay running down its left-hand side.

**Drives off the tee** need to land on that left side with accuracy therefore essential while the second shot should favour the right side of the fairway for the best angle to approach the wide but very shallow green. Big hitters may be tempted to go for the green in two shots but that carries some risk on a links such as this. "The second shot carries some temptation but for ordinary golfers like myself, a 15-handicapper, that would be unwise and I'd advise them not to go for it," says Enniscrone Hon. Secretary Albie Cooper.

## Fota Island Resort

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18th, par five, 530 yards

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**The picturesque 18th in East Cork** has been lengthened by 23 yards ahead of the return of the Irish Open, when Rory McIlroy and his European Tour cohorts will take it on.

**"You could stand on that tee** three shots clear and you have not won the tournament," Fota Island Resort director of golf Kevin Morris says.

**The tee shot is the tightest on the course** out towards the crest of the hill and then a demanding four-iron or rescue club from around 225 yards over it to a green with a lake enveloping three sides and a small mound guarding the front right, one of the favourite and most cruel pin locations along with back right.

**"Just an outstanding and very clever tournament-finishing hole,"** says Morris.

# Harvey Nichols

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SS14 Trends  
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**One of the world's leading luxury retailers** and a pillar of premium style, Harvey Nichols is internationally renowned for its expertly edited fashion. With the Irish store spanning 3 floors adjacent to Dundrum Town Centre, Harvey Nichols stores offer the ultimate fashion experience where exclusive, niche and established labels sit alongside accessible everyday collections, offering customers the must-have edit for all their wardrobe needs.

**Be seasonably chic** with these expert tips from Harvey Nichols, Dundrum on what to wear this summer.

**At Harvey Nichols**, this season's style is all about embracing a variety of colourful materials in luscious prints. The key tone for summer is a feeling of relaxed glamour that trades formality for individuality.

## **The Colour Chameleon**

A lush rainbow lit up the catwalks this season, drenching the new season in head-to-toe primaries and colour-block brights. Allow paintbox shades to be the building blocks of your wardrobe while the vibrant hues of the season bring your closet to life and sharp shapes keep the look modern. Look to Tara Jarmon and DKNY for a lesson in chic and cheerful.

## **The Monochrome Muse**

Monochrome casts off its connotations from season's past with Sportmax, Parker and Alice + Olivia giving black and white a fresh, modern makeover. Through modern designs, graphic prints and sculpted shapes, monochrome visuals inject high-impact glamour into easy evening looks. Simple, streamlined pieces, with It-girl credibility, are modern closet classics. Gleaming white accessories transform a simple monochrome look into something sharp and graphic.

## **The Bohemian Dresser**

Fashion hits the global trail, adopting exotic embellishment, elaborate pleats and folds. Native prints and a palette of dusty desert tones bring the call of the wild to city style and subtle exotic designs give an elegant nod to ethnic origins. Look to M Missoni for body sculpting classics in exotic print while Pinko offers city-style sharp cuts and exotic prints. Rugged bags and simple hand worked accessories complete the haute-hippy look.

## **Denim**

This super-chic basic is now the perfect style weapon. Team denim with glamorous separates for a smart/casual polished look. Relaxed boyfriend fits are paired with tailoring for an easy elegant mix and beautifully cut t-shirts add lo-fi luxe to the perfect pair of denim skinnies.

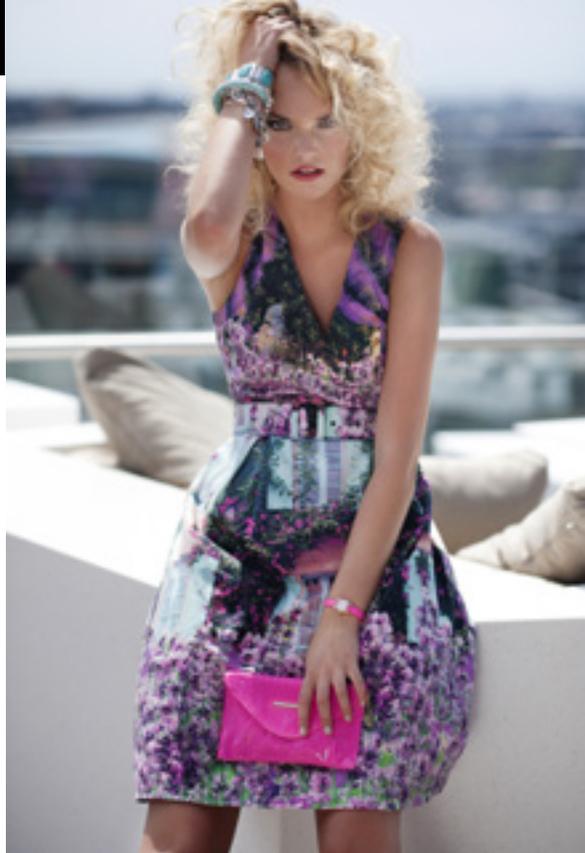
## **Menswear**

### **Sport Luxe**

In a season bursting with street flavour and sportswear styling, the collision of sportswear and fashion continues. This trend plays on the matte and sheen element of performance wear and takes its trims and styling cues straight from the arena. Spring's key outerwear piece, the bomber jacket, fits in perfectly with the season's laid back approach to dressing. Buy now and wear forever, team with a pair of jeans for a casual look or with formal trousers to elevate the look from day to night.

### **Riviera Chic**

From pastel tailoring and cuffed chinos to linen and Breton stripes, this season's spotlight on Riviera style promises to invigorate your new season wardrobe. Look to La Martina and Paul & Shark to capture the look. Wearable and classic, Riviera Chic is full of everyday essentials no man should be without. Breton tops and block-stripe T-shirts with washed denim shorts are simple ways to incorporate them into your daily style.



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 A lush rainbow lit up the catwalks this season, drenching the new season in head-to-toe primaries and colour-block brights.  
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Photos: Harvey Nichols

**So now you have filled your wardrobe** with the punchiest prints and denim essentials but how do the trends translate to your working wardrobe? We asked Daniela Puzzi, Personal Shopping Consultant at Harvey Nichols, Dundrum, for her advice on staying abreast of the trends while staying office appropriate.

**Audi magazine: What are the trends for summer 2014 that can be translated to the work environment?**

*Daniela Puzzi:* Key trends this season include floral and tribal print. As a nod to the trends you can introduce a silk printed blouse with a suit or skirt. M Missoni has some great tribal knits that are subtle enough to embrace in the office. Through accessories you can always brighten up a look; try a coloured brooch or a statement tribal necklace over a plain colour block top. White is huge this season but not always convenient for every day office wear. Rather than wearing all white, showcase through a Sportmax blazer or Tara Jarmon shift dress.

**What are the 5 or 6 essential wardrobe items everyone needs to have for work?**

A classic black blazer is a must-have for all. I adore silk scarves and how they can transform an outfit or add a colour splash. A classic dress with sleeves is also essential so you have the option of wearing with or without a jacket. Tailored trousers should definitely be an investment piece; they should fit you correctly at the waist, hitting the ankle at just the right point. Finally, black patent heels; they are easy to take care of and clean. Michael Kors have some great mid to low heel options.

**What is the style for bags this season - how does the working woman marry practicality with style?**

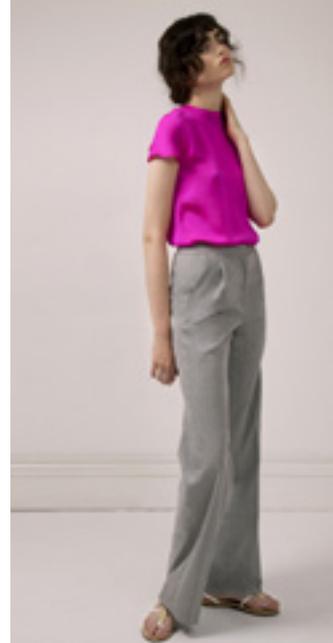
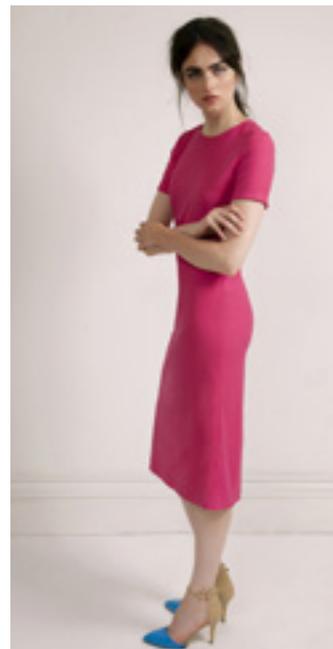
Michael Kors champion tote bags in a range of shades from neutral tans and muted greys through to classic black with gold embellishment. These bags literally hold everything, with plenty of room for your notes and iPad. DKNY saffiano leather grained bags are also fantastic for work-wear as the hard leather softens over time but never loses its shape and does not scuff.

**Do you have solutions for taking pieces from desk to dinner?**

Keep staple items in the office for any last minute dinner plans; a classic blazer, dress and heels. Accessories can really lift an outfit so keep an embellished necklace or colourful scarf nearby to complete the transformation.

**More on the story**

WWW To find out more about Harvey Nichols go to [www.harveynichols.com](http://www.harveynichols.com)



# Paul Galvin



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Audi Cork ambassador, former Kerry GAA star and founder of [thisispaulgalvin.com](http://thisispaulgalvin.com), Paul Galvin, tells us about his love of driving, what you'll always find in his Audi A5 and what he has coming up over the next few months.

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**Audi magazine:** You recently pulled the curtain down on what was a glittering career in the green and gold of Kerry. Have you any regrets or did you feel the time was right to retire?

*Paul Galvin:* To be honest I don't have any regrets. I have enjoyed being part of the Kerry team and I am taking away some fantastic memories. I felt it was the right for me to go and start a new chapter in my life.

**You've played in many fantastic GAA matches over the years and given us some memorable sporting moments. What's your best sporting memory from your career?**

Growing up I always dreamed of lifting Sam Maguire so I would have to say any of the All-Ireland wins are stand out memories for me.

**Throughout your playing career you have played with some of the greats of the game including the O'Sé brothers, Colm Cooper and Declan O'Sullivan to name but a few. Who was the best player you ever played alongside and what set them apart from the rest?**

It's very hard to pick out one player from the group I played with. Darragh O'Sé and Colm Cooper probably stand out equally for their influence in big games and because I learned the most from them.

**In Kerry, GAA football is seen as somewhat of a religion. Growing up who was your footballing idol?**

I didn't have a footballing idol growing up. It wasn't until I was older that I began to appreciate the standards set by Kerry footballers who had gone before me, none more so than my club mates Jimmy Deenihan, Eamon Breen and Eamon Fitzmaurice. I respect everyone who went before me and who I played with.

**What do you miss most about inter county football?**

I will most definitely miss my team-mates.

**With your new found time away from GAA, what interests do you currently have to occupy yourself?**

Since my retirement I have been kept very busy. I run my own fashion website suitably named [thisispaulgalvin.com](http://thisispaulgalvin.com) where I work with a number of brands. I am working closely with a clothing company called Shine Original in addition to an exciting project with a family run barbers, Sams Barbers, on the release of our own range of hair pomades for men.

Social Media is also something that I have a keen interest in and am working with a number of partners including Audi Cork.

Outside of my website I have an interest in Scratch Empire, a multimedia production company and creative collective with offices in Dublin and Brooklyn. We connect artists, musicians and technologists to create innovative video and digital content and experiences for brands and installations.

Between all of the above I am busier than ever.

**Are you a car enthusiast?**

I am very enthusiastic about cars and would classify myself as an Audi enthusiast!

**You are currently driving an Audi A5 quattro S-Line, what is your favourite thing about this model?**

I love how the Audi A5 quattro S-line handles on the road. It has a dynamic, and an almost athletic ability, to navigate any terrain or twists and turns in the road that makes the drive much more experiential, memorable and exciting. I admire the Audi brand aesthetic, its appreciation of style and sophistication and for mastering the art of being innovative and forward thinking in its design and marketing whilst always remaining true to its German sensibility. I work closely with the team in Audi Cork in promoting the Audi brand and growing its online presence by creating dialogue and connecting with fellow Audi fans.

**The Audi A5 is a stylish two-door coupe with a focus on performance and desirability. What player that you played with best replicates these traits?**

A tough one but I am going to say Marc O'Sé.

**You are known to have a keen interest in music. What genre of music do you listen to while driving?**

It varies. I can be found listening to anything from indie bands like London Grammar to DJ/Producers like Disclosure or Krystal Klear.

**Kerry possesses some of the most scenic road journeys in the country. Outside of Ireland, where would be your ideal road trip?**

It's a cliché but Route 66 would be an ideal road trip from me. I would also love to drive around the Côte D'Azur. The scenery is amazing and it's a perfect setting for a road trip.

# Audi Athlone

Audi Athlone heralds a new era of motoring in the Midlands



Spring 2014 witnessed the arrival of a new era of motoring in the midlands with the opening of a brand new state-of-the-art showroom in Athlone.

Situated on the old Dublin Road, the €4.4 million 12-car showroom forms part of Audi Ireland's €80 million investment in its dealer network with further openings planned later in the year.

Audi Athlone also boasts up to 60 Audi Approved :plus used vehicles outside on display with an additional 100 car park spaces reserved for customer cars.

The Dealer Principal of Audi Athlone is Michael Moore Jr. who has a long established reputation in the motor industry in the midlands. The Moore's have been in the motor trade for 42 years with Michael's Father, Michael Moore Sr., establishing the business in Portarlington in 1972 before progressing on to open a new garage and showroom in Monksland, Athlone in 1981. The opening of Audi Athlone is another important milestone in the history of this motoring family.

Audi Athlone has also invested in an eight hoist state-of-the-art workshop allowing customers to benefit from the expertise, experience and value they have been accustomed to with Audi.

## More on the story

WWW To find out more about the Audi Athlone go to [www.audi.ie](http://www.audi.ie)



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**At Audi Ireland**, we continually strive to exceed customer expectation by offering an unrivalled premium customer experience.

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highlights  
and events  
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world of Audi.



## Big impression

**The new Audi S1 and Audi S1 Sportback burst onto the scene with a powerful performance.**

Thanks to quattro permanent all-wheel drive which comes as standard, the new Audi S1 (photo) and Audi S1 Sportback really get to grips with the road through enhanced traction as well as excellent cornering and driving stability. Delivering 231bhp, the new models sprint from zero to a hundred in 5.9 seconds and reach a top speed of 250 kilometers per hour. The athletic compact cars boast S sport suspension with adjustable dampers and maximum torque of 370 newton-meters. This performance is also reflected in the styling. Aluminum-look exterior mirrors and brake calipers in black (or optionally in red with the S1 badge) offer clues to the cars' dynamism. The sporty design is further accentuated by the S bumper in front and a diffuser with two chrome twin oval tailpipes at the rear. [www.audi.com/a1](http://www.audi.com/a1)

*Audi S1 fuel consumption urban/extra-urban/combined (in l/100 km): 9.2-9.1/5.9-5.8/7.2-7.0. CO<sub>2</sub> emissions combined (in g/km): 166-162, EU6. Audi S1 Sportback fuel consumption urban/extra-urban/combined (in l/100 km): 9.3-9.2/6.0-5.9/7.3-7.1. CO<sub>2</sub> emissions combined (in g/km): 168-166, EU6.*

# Future of mobility

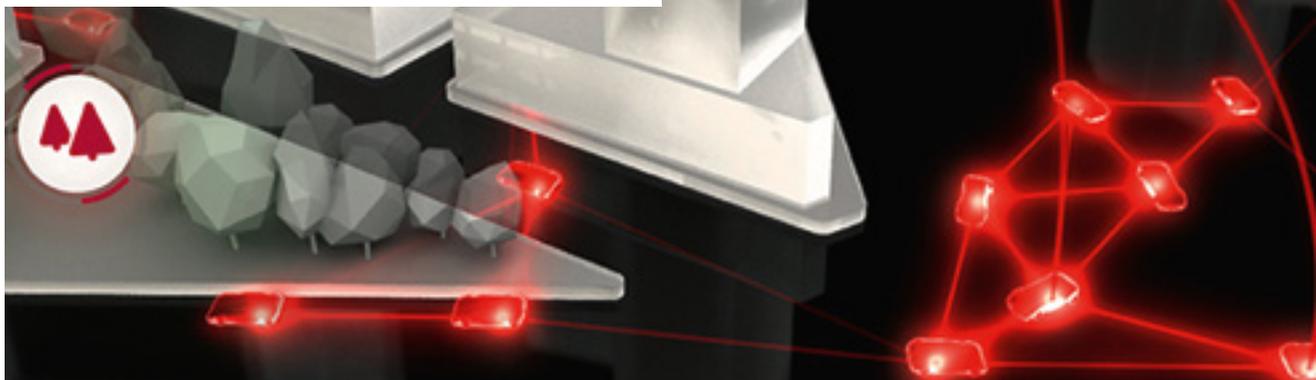
The Audi Urban Future Initiative steps out at CES, the international electronics expo in Las Vegas.

What shape will urban mobility take going forward? This is the question at the heart of the Audi Urban Future Award, which is conferred every two years. Although four interdisciplinary teams from four different cities on three continents compete, each team has a separate brief that takes its cue from the City Dossier Boston. The Dossier was compiled as part of a research project conducted by Audi in collaboration with Höweler+Yoon architects, the winners of the 2012 Audi Urban Future Award. The Audi Urban Future Initiative in partnership with Höweler+Yoon used the Las Vegas high-tech expo CES as a platform to unveil an interactive city model that offers a sneak preview of the theme the U.S. contestants will be tackling—big data. The team chosen to represent the U.S. comprises Philip Parsons, urban planner and founder of Sasaki Strategies, and Federico Parolotto, a mobility expert and principal of Mobility in Chain. They will address the extent to which data can be used as a planning tool for urban mobility.

WWW



More information on the Audi Urban Future Award can be found at [www.audi-urban-future.com](http://www.audi-urban-future.com).



# 1.5

# Record run

**Audi delivered more than 1.57 million cars to customers in 2013.**

“We set an important milestone for Audi last year—we achieved our intermediate strategic goal of 1.5 million deliveries two years earlier than planned, and in fact comfortably exceeded it,” commented Prof. Rupert Stadler, Chairman of the Board of Management at AUDI AG. In 2013, the company sold around 1,575,500 vehicles worldwide—8.3 percent more than in 2012. For Audi, this represents an increase in sales of more than 100,000 units for the fourth consecutive year. The key drivers behind this success were above all the Chinese market, which grew by 21.2 percent, the U.S. market’s expansion of 13.5 percent and the UK market, which was up by 14.9 percent. The four rings once again topped the premium segment in 2013 as the best-selling brand in China and Europe.

## exclusive concept

Audi is offering a limited special edition of its flagship model—the A8 Audi exclusive concept.

The Audi A8, already makes a powerful impression with its uncompromising quality craftsmanship as a production series model. With the A8 Audi exclusive concept powered by a W12 engine—which is why it's only available as a long wheelbase version—the four rings push the bar even higher. Wrapped in leather from Italian designer furniture maker Poltrona Frau, the interior is magnificently finished with beautiful touches. The limited production run of 50 units has been available since March.

[www.audi.com/a8](http://www.audi.com/a8)

*Audi A8 L fuel consumption urban/extra-urban/combined (in l/100 km): 15.7-6.2/8.7-5.2/11.3-6.0. CO<sub>2</sub> emissions combined (in g/km): 264-146, EU6.*



## Electrifying

The Audi A3 Sportback e-tron was put through its paces on the desert highways of California and in Los Angeles rush hour traffic.

Alexander Pesch, technical project manager for the model range, tested the performance of the four rings' first plug-in hybrid under real driving conditions. "The state of California is one of the most important markets worldwide for hybrid vehicles. And virtually nowhere else are there as many different traffic and climatic conditions," says Pesch, explaining the choice of test site. The 204bhp five-door hybrid will roll off the assembly line and onto Europe's streets this spring.

[www.audi.com/e-tron](http://www.audi.com/e-tron)

*The Audi A3 Sportback e-tron is not yet available for sale. It does not yet have whole vehicle type approval and is therefore not subject to Directive 1999/94/EC. The following preliminary figures are available: Fuel consumption combined (in l/100 km): 1.5; CO<sub>2</sub> emissions combined (in g/km): 35; energy consumption in pure electric mode (NEDC): 14.1 kWh/100 km; efficiency class A+.*

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# Premieres

**The latest from Audi at the Geneva International Motor Show.**

Once again this year, Audi raises the curtain on automotive highlights in Geneva. These include the new Audi S1 and the Audi RS 4 Avant Nogarò Selection with Nogarò Blue paintwork. Twenty years ago, the Audi Avant RS2 debuted and the dynamic RS family was born. Now, Audi is presenting a special edition of the current model in its portfolio. The Audi RS 4 Avant Nogarò Selection will reach the market in spring. Also attracting plenty of attention is the newly launched Audi TT whose detailing and contours echo those of the R models. With its extreme proportions and fusion of design, technology and functional performance, the sports car has matured into an agile athlete.

[www.salon-auto.ch](http://www.salon-auto.ch)

*Audi S1 fuel consumption urban/extra-urban/combined (in l/100 km): 9.3-9.1/6.0-5.8/7.3-7.0. CO<sub>2</sub> emissions combined (in g/km): 168-162, EU6. Audi Avant RS4 fuel consumption urban/extra-urban/combined (in l/100 km): 14.6/8.5/10.7. CO<sub>2</sub> emissions combined (in g/km): 249, EU5. The new Audi TT is not yet available to buy. It does not yet have whole vehicle type approval and is therefore not subject to Directive 1999/94/EC. The following preliminary figures are available: fuel consumption (in l/100 km) 6.8-4.2, CO<sub>2</sub> emissions (in g/km) combined 158-110.*





## Lasers for Le Mans

Audi is lighting the way with innovative laser technology at the 24 Hours of Le Mans.

The new Audi R18 e-tron quattro racer is equipped with a combination of LED and laser lights. At CES, the high-tech expo staged in Las Vegas in January, the four rings showcased for the first time the Audi Sport quattro laser light concept and a front section of the new Audi R18 e-tron quattro including the innovative headlights, which marry the advantages of matrix LED technology with laser light. "Laser light provides a much more homogenous and precise spread in front of the car," says Chris Reinke, head of LMP at Audi Sport. "For us this technology marks a milestone—it's a reflection of the pioneering spirit of Audi Sport." [www.audi-motorsport.com](http://www.audi-motorsport.com)

# Blunt

The Audi Night launched the 74th Hahnenkamm weekend.

Every year, the Hahnenkamm race on the Streif ski run attracts winter sports fans and celebrities to the resort town of Kitzbühel. The traditional Audi Night held at Hotel Zur Tenne on the Friday before the race once again kicked off a high point on the winter sports calendar. Extra sparkle was added by surprise guest James Blunt's (photo) appearance, which captivated the audience. The carmaker not only organizes the Audi Night but has also sponsored the Hahnenkamm race for the 14th time now. This year was no different as the four rings transformed Kitzbühel into the home of quattro. In a further testimony to the allure of the Streif, Luca de Meo, Member of the Board of Management for Sales and Marketing at AUDI AG, announced during the festivities at Hotel Zur Tenne that Audi will be extending its commitment to the Audi FIS Ski World Cup in Kitzbühel for four more years until 2018. [www.audi.com/wintersports](http://www.audi.com/wintersports)

Photos: AUDI AG

### Masthead

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# drive

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Engineering,  
innovations,  
design and the  
people behind  
Vorsprung durch  
Technik.  
—

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- 036** Technological innovations by Audi at the Consumer Electronics Show in Las Vegas.
- 040** Powerhouse of success: The Audi EA888 global engine.
- 044** The Audi A3 Cabriolet sales launch opens up the convertible season.
- 050** Energy consumption face-off: Electrically-powered devices vs. the Audi A3 Sportback e-tron.
- 054** Audi City Berlin creates a sensation as Germany's first digital Audi showroom.

*Audi A3 Cabriolet fuel consumption urban/extra-urban/combined (in l/100 km): 7.8-5.1/5.0-3.7/6.0-4.2. CO<sub>2</sub> emissions combined (in g/km): 140-110, EU6. The Audi A3 Sportback e-tron is not yet available for sale. It does not yet have whole vehicle type approval and is therefore not subject to Directive 1999/94/EC. The following preliminary figures are available: Fuel consumption combined (in l/100 km): 1.5; CO<sub>2</sub> emissions combined (in g/km): 35; energy consumption in pure electric mode (NEDC): 14.1 kWh/100 km; efficiency class A+.*

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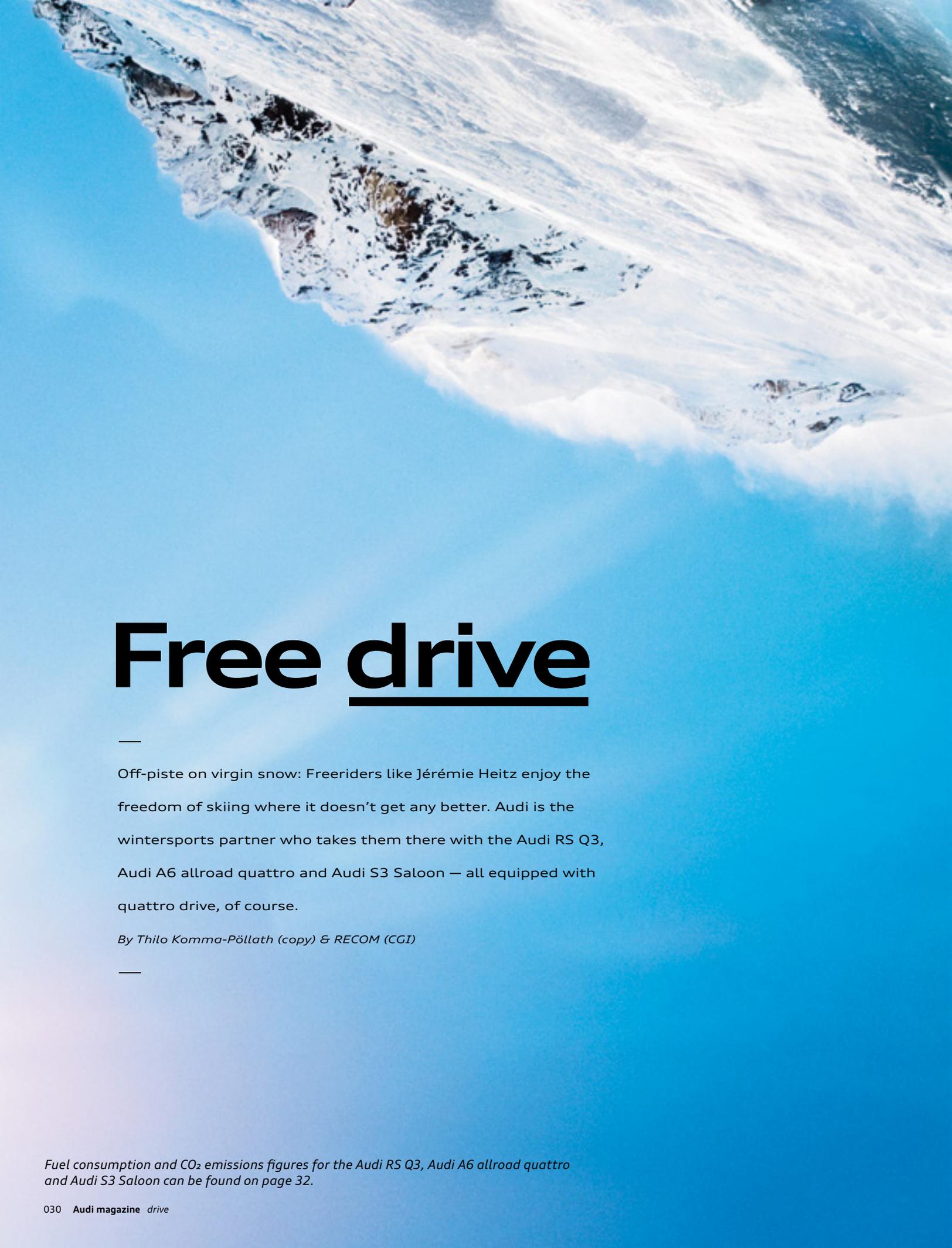
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# Free drive

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Off-piste on virgin snow: Freeriders like Jérémie Heitz enjoy the freedom of skiing where it doesn't get any better. Audi is the wintersports partner who takes them there with the Audi RS Q3, Audi A6 allroad quattro and Audi S3 Saloon — all equipped with quattro drive, of course.

*By Thilo Komma-Pöllath (copy) & RECOM (CGI)*

---

*Fuel consumption and CO<sub>2</sub> emissions figures for the Audi RS Q3, Audi A6 allroad quattro and Audi S3 Saloon can be found on page 32.*



Photo: Christoffer Sjostrom

Paintwork on the Audi RS Q3 in this photo is Amalfi White.



Use this QR Code to find out more information and material about the Audi RS Q3 (additional charges may occur according to provider).



02



Use this QR Code to find out more information and material about the Audi S3 Saloon (additional charges may occur according to provider).



03



Use this QR Code to find out more information and material about the Audi A6 allroad quattro (additional charges may occur according to provider).

**01 The compact Audi RS Q3** has created a new SUV performance class. The latest model in the Audi RS family unites typical RS qualities such as power and driving dynamics with lifestyle and great practicality. The 2.5 TFSI under the hood of the Audi RS Q3 is an award-winning, high-performance engine. This five-cylinder powerplant propels the Audi RS Q3 from 0 to 100 kilometers per hour in just 5.2 seconds. Quattro permanent all-wheel drive naturally comes as standard—as does fun behind the wheel. Paintwork in this photo is Sepang Blue pearl effect. [www.audi.com/rsq3](http://www.audi.com/rsq3)

**02 The Audi S3 Saloon** ramps up its sporty credentials, showing off a rear spoiler on the boot lid, rear diffuser, dual-branch exhaust system with oval twin tailpipes—and that's just the exterior, wait till you experience its driving dynamics. The 2.0-liter TFSI engine produces 300bhp and, when coupled with the S tronic gear-box, accelerates the Saloon from zero to a hundred in 4.9 seconds. Quattro permanent all-wheel drive naturally comes as standard. Paintwork in this photo is Glut Orange Audi exclusive.

[www.audi.com/s3](http://www.audi.com/s3)

**03 The Audi A6 allroad quattro** seduces the eye with its muscular contours, which are paired with flared wheel arches. In addition to the trademark aluminum-look allroad quattro Singleframe grille featuring vertical platinum gray slats, an underbody guard extends over the entire breadth of the bumper. At the car's heart is a 3.0 TFSI engine that delivers 310bhp of assured performance. Paintwork in this photo is Speed Yellow Audi exclusive.

[www.audi.com/a6](http://www.audi.com/a6)

*Audi RS Q3 fuel consumption urban/extra-urban/combined (in l/100 km): 12.2/6.9/8.8. CO<sub>2</sub> emissions combined (in g/km): 206, EU5. Audi A6 allroad quattro fuel consumption urban/extra-urban/combined (in l/100 km): 11.8-7.0/7.1-5.5/8.9-6.1. CO<sub>2</sub> emissions combined (in g/km): 206-159, EU5/EU6. Audi S3 Saloon fuel consumption urban/extra-urban/combined (in l/100 km): 9.1-8.8/5.9-5.8/7.0-6.9. CO<sub>2</sub> emissions combined (in g/km): 162-159, EU6.*



Photo: Christoffer Sjostrom, freerideworldtour.com/D.Daier



Use this QR Code to find out more information and material about the Audi RS Q3 (additional charges may occur according to provider).

**Don't we all want** to make our mark on the world? To leave behind the safe, well-traveled paths that others before us have taken and be the first to conquer new terrain—to venture where no one else has? This is the spirit of exploration that has molded Jérémie Heitz into an exceptional athlete. “There are no tracks, no traces of grooming machines. It's just you playing a game with the mountain, moving through a space that's wild and absolutely pristine,” says Jérémie, rhapsodizing about his unique sport. That makes him sound like Roald Amundsen or Reinhold Messner even though he's only 24 years old. Jérémie Heitz from Les Marécottes in Switzerland is not only one of the youngest but also among the best freeskiers in the world. At the Freeride World Tour's season opener on Mont Blanc in January, he came in third, and holds a top five position overall. Now, backcountry's boy wonder has set his sights on notching up his first win on the tour.

**Watching the footage** of his previous races online will take your breath away. You see Heitz standing on the summit of Cresta Youla—2,624 meters above sea level—at the start gate of the tour's first event in Mont Blanc with the snow-covered Savoy Alps in the background. Just before the starting signal, he shifts his skis nervously forward to the right and then the left. Hovering over the edge of the abyss, he lets out a piercing primal scream. Then he's off. The rest of his run is captured by a camera mounted on a helicopter. The terrain is so steep and treacherous, there's no other way of shooting. When the camera zooms out, Heitz looks like a fly on a beach. He twists and turns on a whim, as if he's been doing this all his life. When the camera zooms back in on Heitz, it becomes clear how gravity-defying his movements are. Later, when on flatter ground, he chooses a line all his own through deep powder unlike any taken by his closest competitors who've already passed this way. Jérémie Heitz always chooses the most demanding and least skied faces of a slope to carve his personal course down the mountain. The closeups reveal that, at times, the Swiss skier is crouched so far down in the deep drifts that you can barely see his legs at all. As Heitz says, “During competition, I'm totally centered. I focus on my line and getting to the bottom with a smile on my face.” Which is exactly how he frequently finishes—grinning.

**The mountains are** home to Jérémie Heitz. He grew up at 1,700 meters above sea level in Les Marécottes in Switzerland's western canton of Valais where his grandfather was a mountain guide and his father is an enthusiastic hang-glider. Testing and defining his limits in nature is part of his DNA. In summer, he often joins his father cruising the thermals. Ask him what makes him happy and his response is simply: “Freedom, solitude, speed and powerful emotions.” At age two, he first stood on skis and has spent nine years competing in alpine skiing, including two years racing in FIS events. It was only a matter of time before he earned respect in Kitzbühel, Wengen and Schladming as a fearless, class act. But then he decided he wanted something else—to choose the slopes that

spoke to him and decide for himself if he could adapt to the snow's condition. “Skiing has developed off-piste and so have I,” comments Heitz. “Backcountry is the freedom to ski slopes that haven't been specially prepared. I can really push the envelope because, aside from the safety precautions, there are virtually no rules. Freeriding is a natural progression from alpine skiing.” Hitting virgin snow is what he refers to as “new school.” Which makes Jérémie Heitz sound like a grizzled veteran.

**Not that extreme skiers** have much to do with the mainstream international sports industry anyway. Freeriders consider themselves to be athletic artists with a taste for the ultimate adrenaline rush. They seek out the most inaccessible slopes, hopping out of helicopters to sail gracefully over slopes with ice couloirs and deep drifts. The Olympics are by no means first prize. Heitz spends a lot of time photographing and making movies that take insane to new levels beyond what's possible in competition. His most famous video to date, *A Secret Spot*, bears testimony to what puts Jérémie Heitz in a class of one. Heitz knows the risks of going off-piste, which is why he believes to be a good freerider “you have to know what to do when there's a serious threat. That means knowing and understanding the mountains.” Heitz is steeped in the science of avalanches and carries an avalanche airbag, transceiver and wears body protection. The fact that backcountry skiing has become trendy and Average Joe and his uncle are heading off-piste into the powder comes as no surprise to the Swiss skier. As he says, even his little brother is now following eagerly in his footsteps. And, of course, he wants to see the sport's popularity grow. “On the other hand, it bugs me to see mediocre skiers on the big mountain who have no safety equipment and are part of the reason our sport has a bad reputation.”

**Despite his youth,** Jérémie Heitz is not a reckless daredevil and has remained down to earth about his fame, spending his summers at home in Les Marécottes recharging his batteries. For five months over this period, he works as a qualified landscaper in the community. Heitz talks appreciatively about how his boss has always been very accommodating with regard to his training. “Taking a break is important for me. That way, I don't lose touch with real life and, by the time December arrives, I'm extra keen to get back on my skis.” Even with a long season almost behind him, his enthusiasm hasn't dwindled. Quite the contrary. Heitz has earned his place among the world's best in his sport and is within reach of his first victory on the World Tour. Verbier, where the final event of the season will be staged on March 22, is only 40 kilometers from Les Marécottes—pretty much his home turf. So what would he like to take away from the climactic race? “Why not a win?” he says, answering with a question. But perhaps that's a response better capped with an exclamation mark. //



### Freeride World Tour

Audi has been a principal sponsor of the German Ski Federation (DSV) for almost 30 years. In fact, the Ingolstadt carmaker backs a total of 16 national skiing teams and is the title sponsor of such top-rung winter sporting events as the Audi FIS Ski World Cup and Audi FIS Ski Cross World Cup. What's more, as of now Audi is also partnering with the Nordic Combined FIS World Cup and the Freeride World Tour. "Our new commitment to the Freeride World Cup perfectly complements our wintersports program. By presenting the Ski Cross World Cup, we've started to address a young target Group and are now logically continuing to pursue this path with the Freeride World Tour," says Florian Zitzlsperger, head of sport marketing and brand partnerships at AUDI AG.

The 2014 Freeride World Tour kicked off in Courmayeur, Italy, on January 22. On March 22, 2014, the final will be staged in Verbier, Switzerland. Only the skiers in the top standings overall are invited to participate. And it's not just victory in Xtreme Verbier that's at stake but also the men's and women's world championship titles for freeskiing and freeride snowboarding.

#### More on the story

WWW *Jérémie Heitz's best videos can be viewed at [www.jeremieheitz.com/movies](http://www.jeremieheitz.com/movies)*

# Captain

At the Consumer Electronics Show (CES) in Las Vegas, Professor Rupert Stadler, Chairman of the Board of Management of AUDI AG, gave the Audi keynote speech to the tech show's fascinated audience, presenting all the company's latest innovations.



*The new Audi TT is not yet available to buy. It does not yet have whole vehicle type approval and is therefore not subject to Directive 1999/94/EC. The following preliminary figures are available: Fuel consumption combined (in l/100 km): 6.8-4.2, CO<sub>2</sub> emissions (in g/km): combined 158-110.*

# Future



At the CES, Audi unveiled the interior design of the new Audi TT, which will come onto the market in the course of the year. Attention centered on the Audi virtual cockpit. This new fully digital instrument cluster displays animations, 3-D graphics as well as mirror and lighting effects on a 12.3-inch TFT monitor.

**01** Air vents are a further highlight of the new Audi TT's interior design. The digital automatic air conditioning controls are also housed in the vent. **02** Another interior attraction from Ingolstadt: a study of Audi ambience light, with adjustable color temperature and mood.

01



02

03



**03** Dynamic design, immense power and new technologies—Audi showcased the Audi quattro laserlight concept at the CES. The show car has a 700bhp plug-in hybrid drive system. Worthy of particular note are the powerful laser diodes in the headlights, three times as bright as LED high beams. **04** Audi will test the new laser light in practice at this year's Le Mans 24 Hours, where the Audi R18 e-tron quattro is to be fitted with the technology.

04

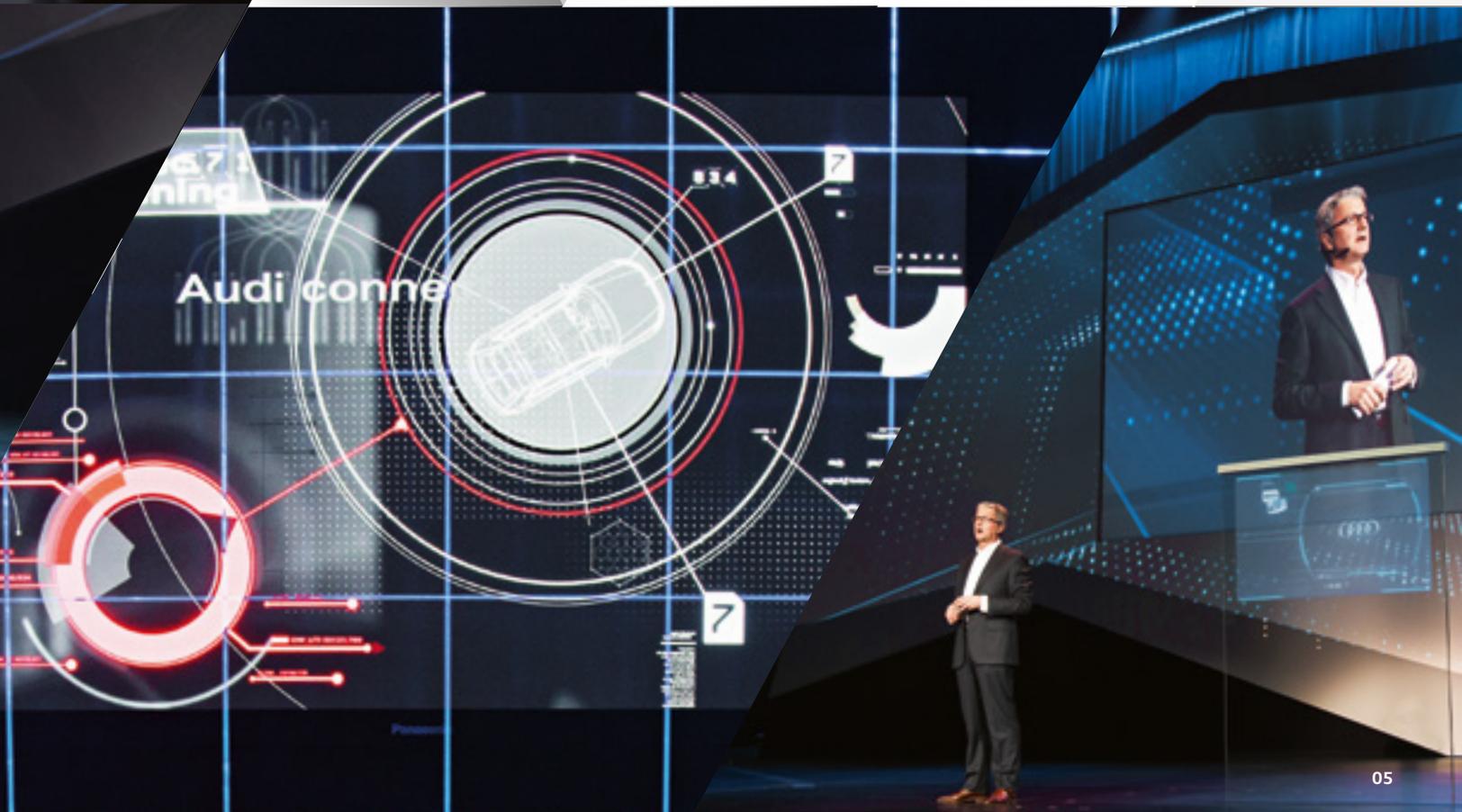


*The new Audi TT is not yet available to buy. It does not yet have whole vehicle type approval and is therefore not subject to Directive 1999/94/EC. The following preliminary figures are available: Fuel consumption combined (in l/100 km): 6.8-4.2, CO<sub>2</sub> emissions (in g/km): combined 158-110.*

## Audi at the Consumer Electronics Show (CES) 2014

At the world's most important consumer electronics show, Audi this year once again showcased innovative solutions focused on the major trends in the auto industry. The company underlined its 'Vorsprung durch Technik' concept with innovations in the areas of piloted driving, infotainment, connectivity, operation and display as well as light technology.

"In electronics, the innovation cycles are extremely short and the competition is particularly intense," said Prof. Dr. Ulrich Hackenberg, Member of the Board of Management for Technical Development of AUDI AG. "We regard this as a challenge to become even more progressive, agile and innovative. We have been first-to-market with many technologies in recent years, and we aim to defend and further extend that lead." To prove it, Audi took a wide range of previously unseen technological highlights to Las Vegas, only a selection of which can be included here. Among the most impressive were the interior design for the new Audi TT with its fully digital Audi virtual cockpit, and the central driver assistance control unit. Announced at CES 2013, this unit represents the step toward series production technology for Audi in the area of piloted driving and parking. Features such as the Audi Smart Display and the Audi quattro laserlight concept show car with fascinating Audi laser light technology likewise enchanted visitors to the show.



06

05 Professor Rupert Stadler, CEO of AUDI AG, used his keynote speech to highlight the high-tech areas in which Audi is driving forward. "Audi is committed not just to refining automobiles but to redefining mobility," Mr. Stadler concluded at the end of his speech. 06 The Audi Smart Display combines the latest consumer technology with the robustness required for in-car use in a tablet featuring a 10.2-inch full-HD display and WLAN interface.



Photos: AUDI AG

### More on the story

WWW [More information at audi-ces.com](http://audi-ces.com)



# EA888

# global

# engine

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It has four cylinders and has already won several international awards.

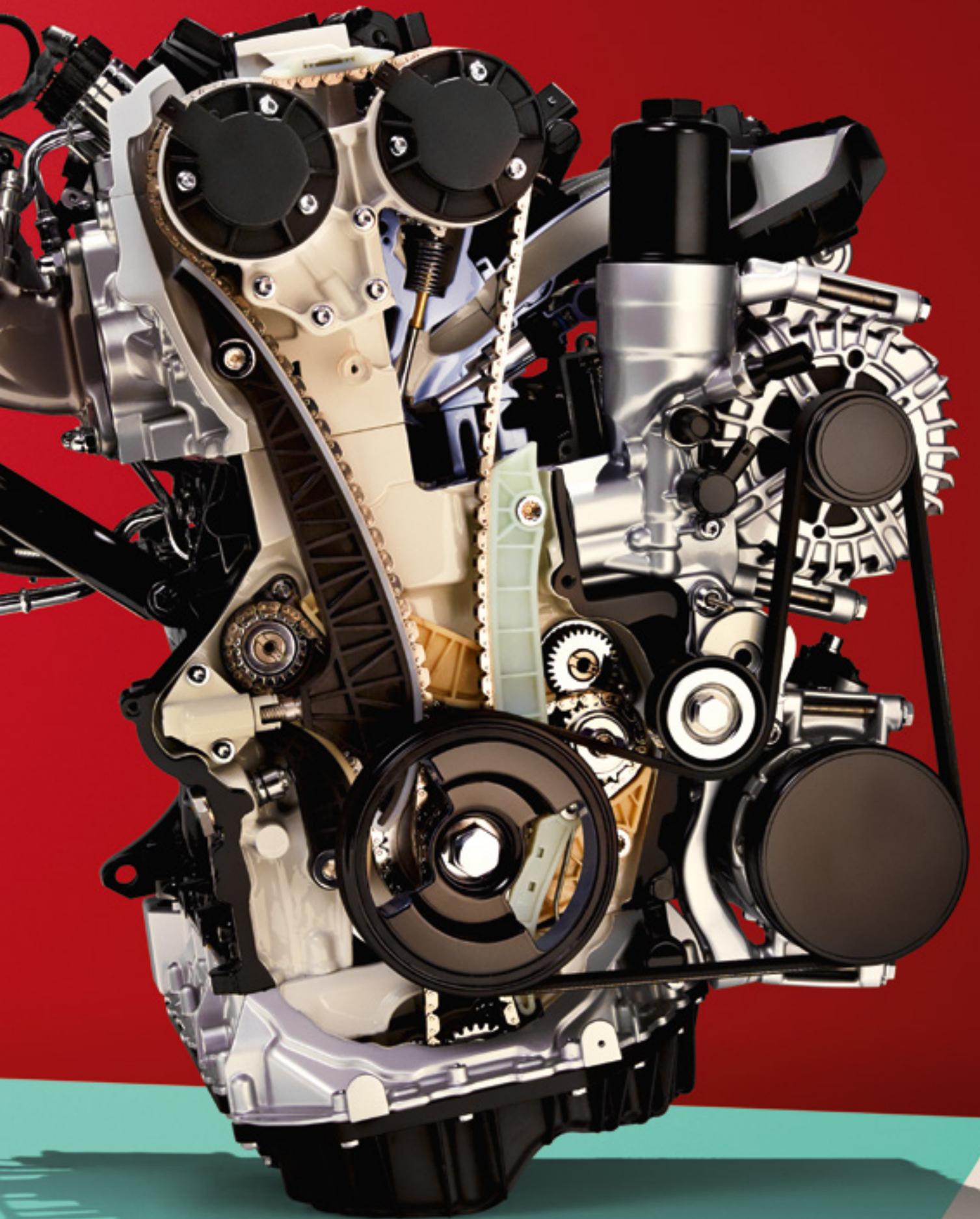
It's powerful, quiet, light and a paragon of fuel efficiency.

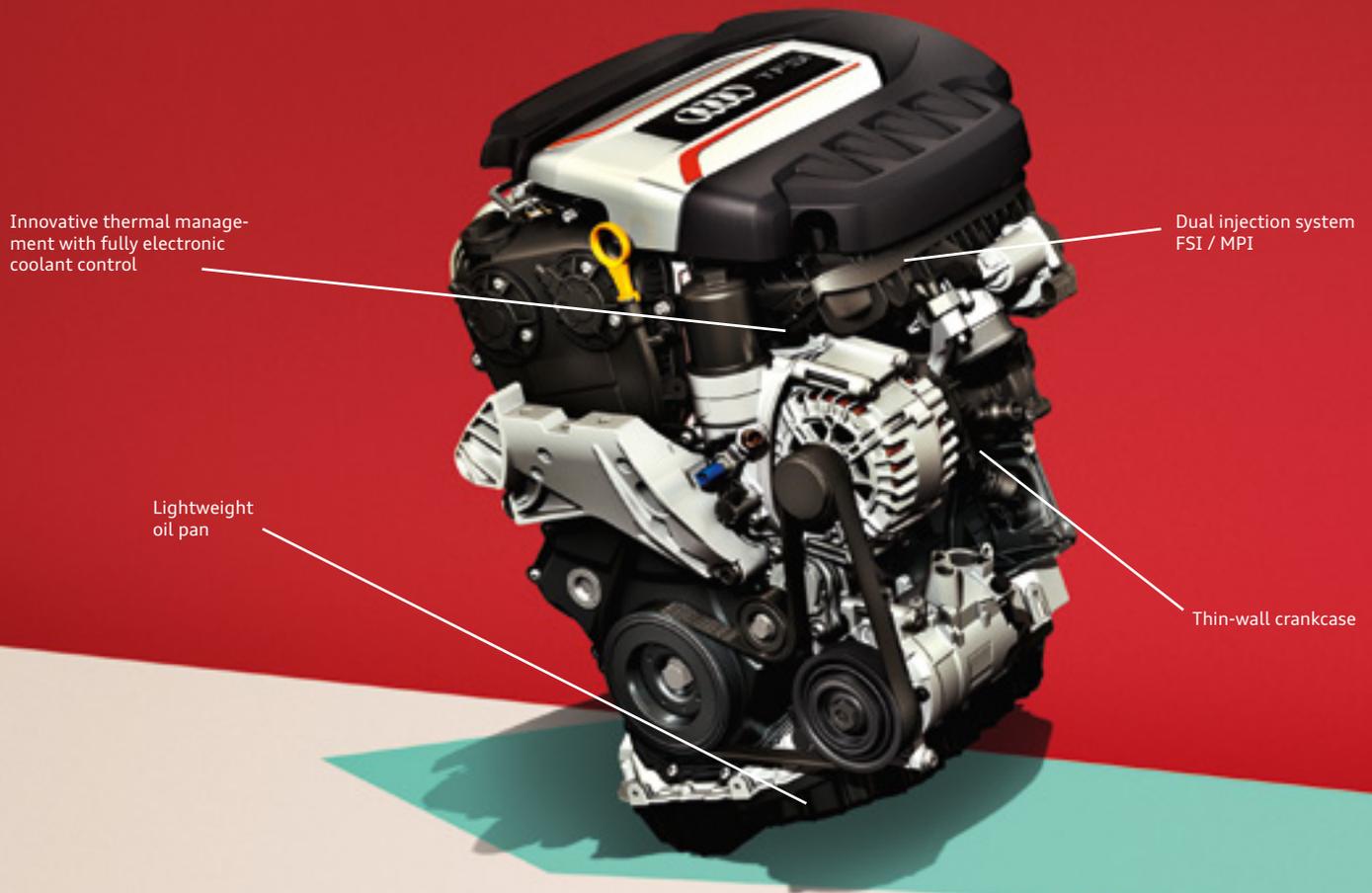
The EA888 series engine is built in Hungary, China and Mexico.

The lowdown on a high flyer.

*By Hermann J. Müller (copy) & Christoph Seeberger (photo)*

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**Sports fans with a keen memory** may recall that the opening ceremony of the Olympic Games in Beijing began at a funny old time. The reason for this was the superstition of the organizers. As 8 is a lucky number in China, the Olympic spectacular began at 8:08 am on 8/8/2008. By contrast, only a few engineers in Ingolstadt can remember the launch date of one of the carmaker's most successful engine generations: Ten years ago, when it was a question of finding a name for the project, one of them hit on the idea of adding to the usual letters EA (for *Entwicklungsauftrag* = development order) not one but three lucky numbers: 888. After all, the aim was for the engine to make it big in China as well.

**So it's possible the name** has played a part in the powerplant's success, though it's doubtful the moniker on its own was enough to develop an engine that, in its career to date, has three times been voted "Engine of the Year" and four times one of the ten best engines in the world. The real answer lies in the original brief for the EA888 project, setting out all the specifications a state-of-the-art gasoline engine had to meet. It was to be a four-cylinder turbocharged engine with 1.8 and 2.0-liter displacement versions. As usual at Audi, it was to be not only powerful, economical and light, but also compatible with all future exhaust standards, alternative fuels and electrified powertrains. Then there were production-related requirements: The unit had to be capable of being built at low cost at different sites around the world using a high content of common parts across different versions.

It had to allow transverse or longitudinal mounting. And it had to be suitable for use by other brands in the Group.

**One further, rather complex** requirement was contained in the subtitle of the EA888: It was to be a "global engine," one that would be equally at home on German autobahns as in stop-and-go rush hour traffic in New York, Tokyo and Beijing. One that would cope easily with low-quality fuel such as in China and operate reliably both in hot, wet climates and at altitudes of 5,000 meters up in the Andes. It's been a long journey from that original white sheet of paper to the current generation of engines installed in virtually the full Audi model range as well as in many Group vehicles. The launch in 2007 was followed just a year later by the second generation, already fitted with the patented Audi valvelift system. The third generation made its debut in 2011 in the Audi A4 and Audi A5, reaching its latest high point in the Audi S3 engine with a strapping 300bhp power output and 380 newton-meters of beefy torque.

**All the engines share** the same basic design incorporating the Audi philosophy of downsizing and based on a crankcase with an extremely thin—and therefore lightweight—wall thickness of three millimeters. Further weight savings result from details such as the plastic oil pan, the balance shafts running in roller bearings, the optimized crankshaft with only four counterweights and the use of aluminum bolts. One particular technical highlight is the water-cooled exhaust manifold integrated in the



Cylinder head with integrated exhaust manifold

AVS (Audi valvelift system)

Newly developed turbocharger with electric wastegate actuator

Dual camshaft adjustment (intake & exhaust) / maintenance-free chain drive

cylinder head, which almost entirely eliminates the need for full-load enrichment and allows the engine to master even fast autobahn runs with relatively low fuel consumption. In addition, the grouping of the gas passages in the cylinder head enables an especially light, compact turbocharger unit, which also boasts a number of impressive design features: Thanks to an electrically controlled wastegate and a lambda sensor positioned ahead of the turbine, fuel consumption and cold-start emissions can be reduced still further.

**There's also a special twist** to air/fuel mixing in the latest EA888 generation. Whereas most engines draw their air/fuel mixture either via a conventional multipoint injection system in the intake manifold (MPI) or via a modern direct injection system (FSI), here the two methods are combined in a dual injection system that uses the more efficient method of the two, or both in combination depending on load. Under partial load, the engine is supplied with fuel via the MPI valves, whereas under higher load and in the cold-running phase double or triple direct injection is used. It means the injection system also plays its part in achieving low fuel consumption levels and exemplary emissions figures meeting EU6 emission standards. At the time of its launch in 2011, the EA888 Gen. 3 was the first direct-injection gasoline engine to do so—four years earlier than required by law.

**Another important part** in ensuring maximum efficiency is played by the sophisticated thermal man-

agement system, ensuring optimum control of coolant temperatures under all engine loads for lowest-possible friction and maximum thermodynamic efficiency. Instead of the conventional wax thermostat, two electronically controlled rotary slides integrated in the water pump housing control engine thermal management in several steps. An independent heating circuit using waste heat from the cylinder head ensures rapid heating of the interior after a cold start.

**But the comfortable heat** provided in the space of a minute by the EA888 is not the only benefit for driver and passengers. They also enjoy outstanding performance, low fuel consumption, exceptionally quiet and smooth running, plus the reassuring feeling of being transported by an engine that sets standards worldwide and is also built globally. More than five million units have been produced to date, and soon they will be joined by more than two million EA888 engines a year once the new production sites in China and Mexico reach full capacity to supplement the output of the Audi engine plant in Győr, Hungary. //

*Audi A4 fuel consumption urban/extra-urban/combined (in l/100 km): 12.4–5.0/7.9–3.7/9.5–4.2; CO<sub>2</sub> emissions combined (in g/km): 197–109, EU6. Audi A5 fuel consumption urban/extra-urban/combined (in l/100 km): 11.2–5.0/6.9–3.8 / 8.5–4.2; CO<sub>2</sub> emissions combined (in g/km): 199–109, EU6. Audi S3 fuel consumption urban/extra-urban/combined (in l/100 km): 9.1–8.8/5.9–5.8/7.0–6.9; CO<sub>2</sub> emissions combined (in g/km): 162–159, EU6.*

# A new sense of openness

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How do you expand horizons? By opening the roof, letting the sky in, turning up the volume and breathing in the film that then rolls past.

An overture to open-top driving and the new Audi A3 Cabriolet.

*By Sabine Cole (copy) and Jan Schlüter (playlist)*

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**“Clap along** if you feel like a room without a roof.”

That’s how musician, singer, designer and all-round superstar Pharrell Williams describes happiness in his hit single “Happy.” Happiness is driving with the roof down. There’s nothing to confine your thoughts and emotions, just warm air, the sun and a couple of clouds. The room is the new Audi A3 Cabriolet, and the roof—well, there isn’t one. Everything is in motion; nothing stands still. There’s no blind spot; the world is a 360-degree experience. The wind sweeps up and over the windscreen; with the side windows up, there’s only a hint of air movement inside the passenger compartment. To check the temperature outside, the pilot—why not, it feels like flying—only has to lower the side window, stretch out his arm and turn his hand to the rhythm of the music, catching the wind and letting it go. Or if you’re the co-pilot, stick your head out like a puppy until the wind pins back your ears, your eyes start to water, your hair dances in the wind, and the air and the sun plant that unique taste of salt and oxygen, of poplar and pollen, of freshly mown grass or cherry blossoms on your skin, right next to the grin that automatically forms on your face. And when the co-pilot pulls his beaming face back in behind the

shelter of the windscreen, the pilot knows why a cabriolet is the only kind of car in which riding shotgun is just as much fun as driving.

**Sing along with the music and people outside can hear.** Riding in a cabriolet is the ultimate communicative experience. And it makes drivers more polite. After all, who wants to be stood at a traffic light ranting over some everyday annoyance for everyone to hear? Much better to relax, flirt with passers-by, whistle at the dog of that nice lady standing at the curb. “Happy”, first played in the animated movie “Despicable Me 2” is the perfect soundtrack to an open-top drive. //

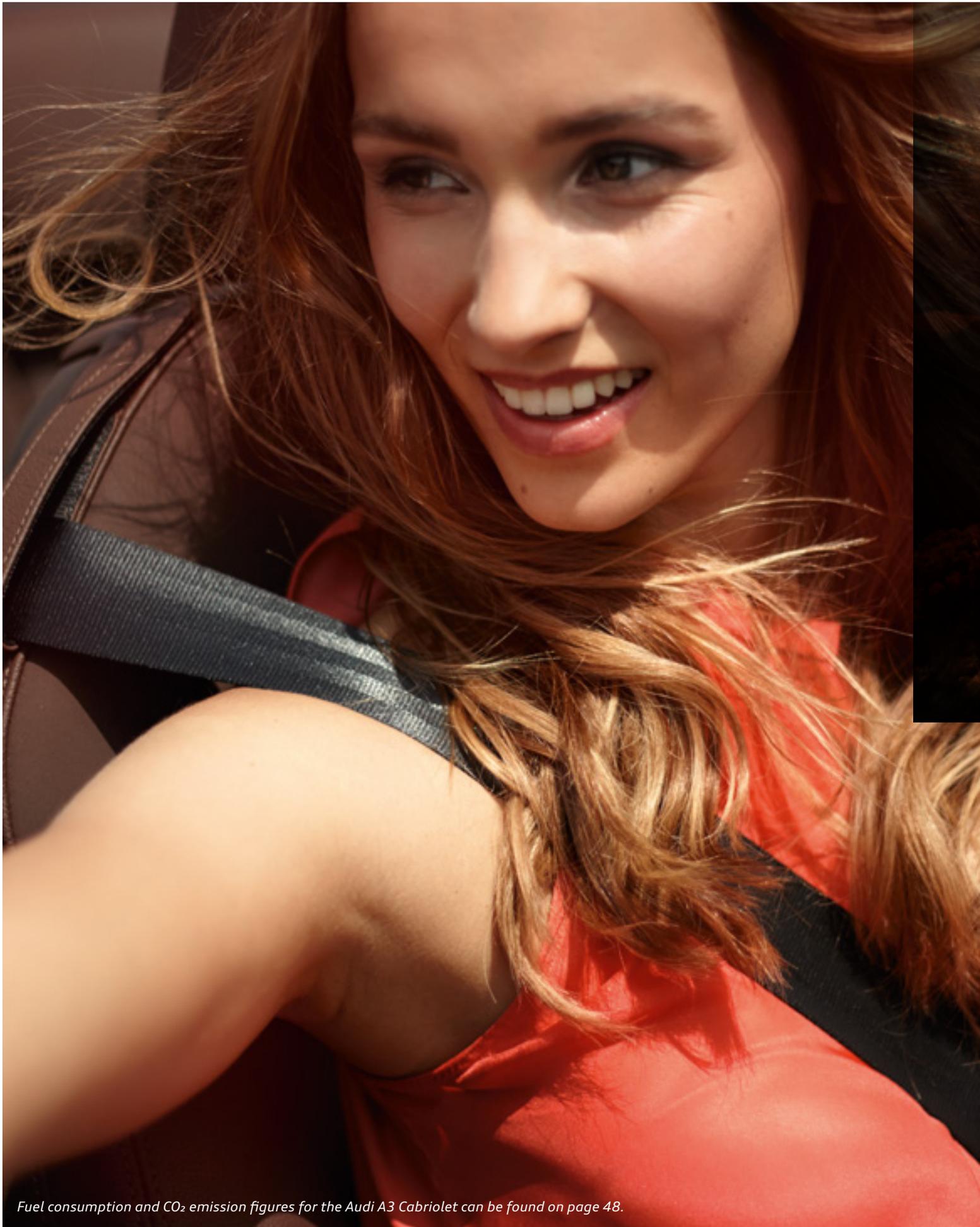
*Fuel consumption and CO<sub>2</sub> emission figures for the Audi A3 Cabriolet can be found on page 48.*

**Audi magazine playlist Audi A3 Cabriolet**

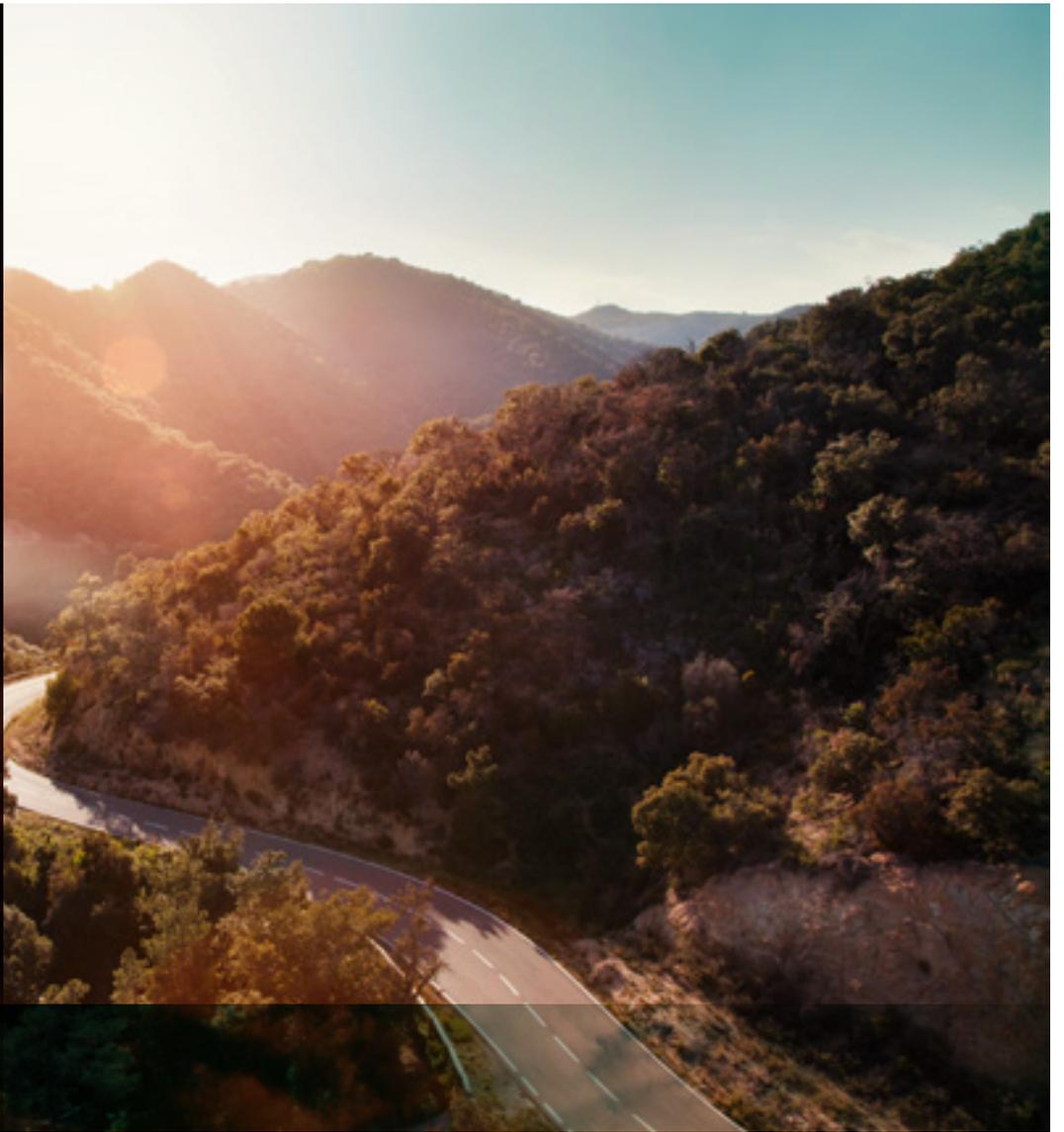
*A new sense of openness*

Luke Temple – *Florida*  
Jungle – *The Heat*  
Disclosure feat. Sam Smith – *Latch*  
Max Berlin – *Elle Et Moi*  
Pharrell Williams – *Happy*  
Soul Minority – *Run Into You*  
Chasing Kurt – *From The Inside*  
Bonobo – *Cirrus*  
Quadron – *Hey Love*  
Poolside – *Do You Believe*  
Andrew Ashong – *Flowers*  
Jill Scott – *Golden*  
Aloe Blacc feat. Pharrell – *Love Is The Answer*  
Jessie Ware – *Running*  
Flight Facilities – *Stand Still*  
Rhye – *The Fall*  
WhoMadeWho – *The Morning*  
UNKLE – *The Answer feat. Big in Japan*  
(Trentemøller Remix)  
Satin Jackets – *For Days*  
Roosevelt – *Sea*  
Here Is Why – *Waiting For The Sun*

🔗 [http://bit.ly/spotify\\_audimagazin\\_01](http://bit.ly/spotify_audimagazin_01)  
Please use this link to get to the Spotify playlist where you have to create a user profile first. But it pays-in the next issues of the Audi magazine you will find further playlists for Spotify.



*Fuel consumption and CO<sub>2</sub> emission figures for the Audi A3 Cabriolet can be found on page 48.*



Top down—thumbs up. With the Audi A3 Cabriolet, you can enjoy nature and help protect it—thanks to efficient engines, start-stop system, recuperation and optional Audi drive select with efficiency mode. The roof can be opened and closed while driving at a speed of up to 50 kilometers per hour.



 **Audi A3 Cabriolet**

**Engines** Audi A3 Cabriolet 1.4 TFSI (125bhp)<sup>1</sup>, Audi A3 Cabriolet 1.4 TFSI cylinder on demand (140bhp)<sup>2</sup>, Audi A3 Cabriolet 1.8 TFSI (180bhp)<sup>3</sup>, Audi A3 Cabriolet 2.0 TDI (150bhp)<sup>4</sup>

**Drive/transmission** Front-wheel drive, 6-speed manual transmission, 6-speed S tronic, 7-speed S tronic.

**Standard equipment** includes fully automatic soft top, manual air conditioning, 16-inch cast aluminum wheels in 10-spoke design, start-stop system, secondary collision brake assist, front side airbags, recuperation, fully automatic hood.

**Optional extras** include acoustical soft top, rear wind screen, 19-inch cast aluminium wheels, LED headlights, deluxe automatic air-conditioning, rear-view camera, adaptive cruise control including Audi pre sense front, Bang & Olufsen Sound System, MMI Navigation plus with MMI touch, Audi connect.

*The figures stated were determined in accordance with stipulated measuring methods. Fuel consumption urban/extra-urban/combined (in l/100 km): (1) 6.7-6.4/4.5-4.4/5.3-5.1; (2) 6.1-6.0/4.3/5.0-4.9; (3) 7.8-7.3/5.0-4.8/6.0-5.8; (4) 5.4-5.1/4.2-3.7/4.7-4.2. CO<sub>2</sub> emissions combined (in g/km): 140-110, all EU6.*



Playing electric bass for one hour with a 1,600 watt amp:



11.3



# 3 km

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Electric driving in the Audi A3 Sportback e-tron consumes roughly 14.1 kWh per 100 kilometers traveled. We compared this mileage with the power consumption of other electrical devices.

*By Jan Strahl (copy) & Christian Lohfink (photos)*

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30 minutes vacuuming with a 1,000 watt vacuum cleaner:

3.5 km



15 minutes hair drying with a 2,200 watt hair dryer:

3.9 km



1 hour working with a 1,200 watt hammer drill:

8.5 km



1 hour kneading dough with a 300 watt food processor:

2.1 km



**What do Sting** and an Audi A3 Sportback e-tron have in common? Answer: Both need electricity to fascinate people with their abilities.

To properly hear a bass line he's composed, Sting not only has to pluck his bass strings, he also has to plug into an amplifier (for example, a 1,600 watt one). We've converted the energy he consumes playing bass for an hour into the distance in kilometers that the Audi A3 Sportback e-tron could travel with the same wattage. Its power consumption in pure electric mode is around 14.1 kWh per 100 kilometers, based on the New European Driving Cycle (NEDC).

But you don't have to be one of the most famous bass players in the world to compare the performance of the Audi A3 Sportback e-tron with your own everyday activities. Vacuuming, hair drying, food processing or drilling—anything that requires power from a socket can be converted into a kilometer number (see left).

**The Audi A3 Sportback e-tron** can also be recharged from a normal household socket. But for daily use, it makes more sense to install a dedicated charging unit such as a high-voltage CEE industrial socket where the vehicle is regularly parked. On request, Audi supports this installation process after the purchase of an Audi A3 Sportback e-tron with a check of the buyer's home power supply and subsequent installation, performed by a partner and service provider using certified highly qualified electricians. Alternatively, the customer can employ a local electrician to carry out the technical check.

**In addition, under the Audi Energie label**, Audi offers green electricity to power the vehicle. To meet the Audi tron objective of sustainable, CO<sub>2</sub>-neutral mobility, the electricity from the industrial socket has to come

from renewable sources. Audi Energie delivers certified electricity from these sources operated by experienced green power partners. These companies are not only specialized in producing energy for cars but also for hair dryers, vacuum cleaners, food processors—and even bass amps. //



### **Audi A3 Sportback e-tron**

The Audi A3 Sportback e-tron is the first premium compact car with plug-in hybrid drive as standard. The combination of state-of-the-art TFSI technology and electric motor delivers miserly fuel consumption of 1.5 liters per 100 kilometers with CO<sub>2</sub> emissions of just 35 grams per kilometer (combined) on the standard EU cycle. And it does so with a total range of up to 940 kilometers (up to 50 kilometers in pure electric mode). It's unmistakably Audi A3 yet has its own design idiom—from the special grille to the pairing of sporty elegance with plug-in hybrid drive. The latter couples the efficiency of the latest 1.4 TFSI engine with the torque and traction of an electric motor (330 newton-meters), providing an impressive total output of 204bhp and 350 newton-meters.

*The Audi A3 Sportback e-tron is not yet available for sale. It does not yet have whole vehicle type approval and is therefore not subject to Directive 1999/94/EC. The following preliminary figures are available: Fuel consumption combined (in l/100 km): 1.5; CO<sub>2</sub> emissions combined (in g/km): 35; energy consumption in pure electric mode (NEDC): 14.1 kWh/100 km; efficiency class A+.*

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The pure electric range of an Audi A3 Sportback e-tron is up to:

**50 km**



# Captain

# Audi City Berlin

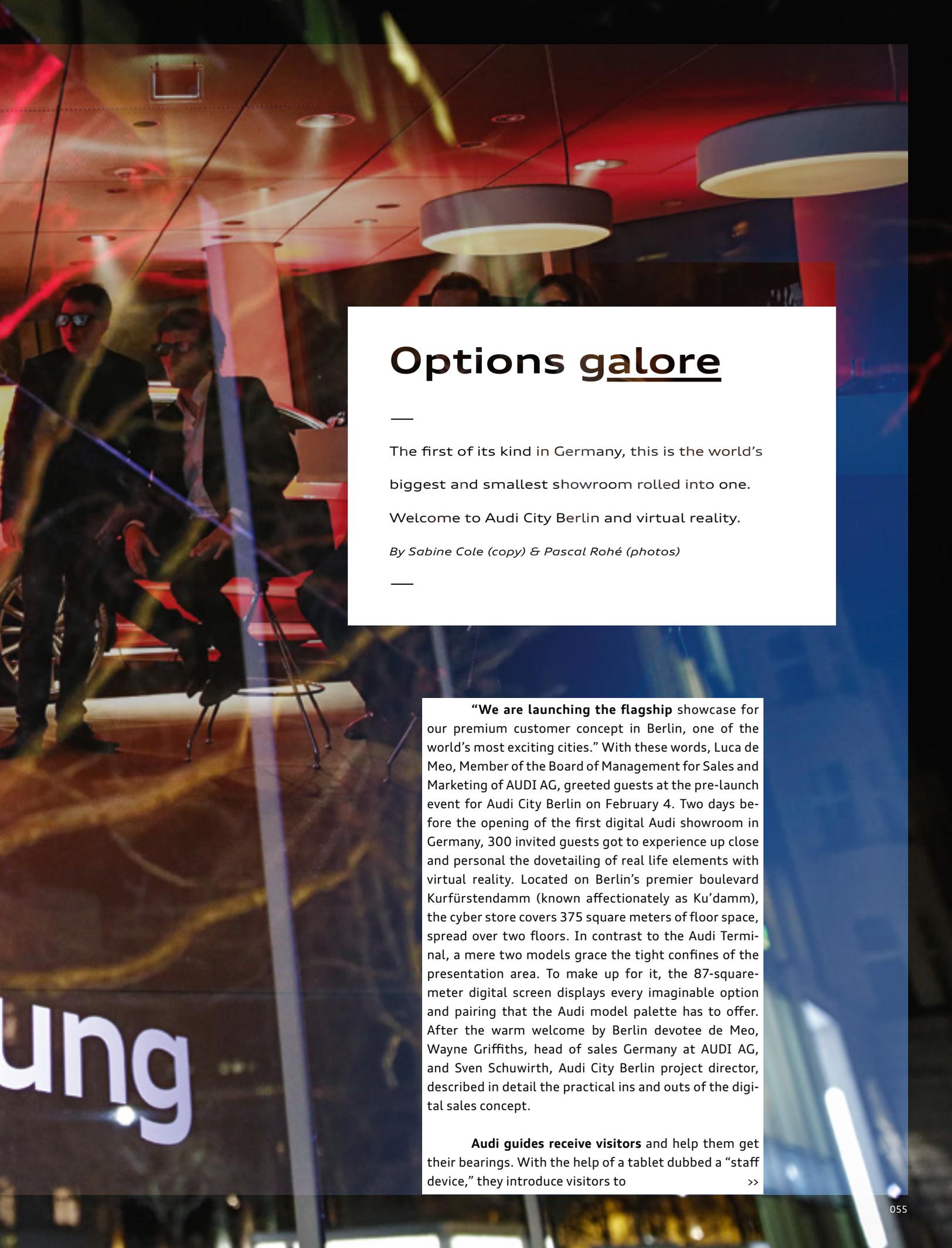
# Eröffnung

## More on the story

**WWW** For further information, go to  
[www.audi-city.com/berlin](http://www.audi-city.com/berlin).



Visit us at Audi City Berlin  
Kurfürstendamm 195  
10707 Berlin, Germany  
Opening hours:  
Mon-Sat 10 am-8 pm  
Phone: +49(0) 30/6 660 775 55



## Options galore

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The first of its kind in Germany, this is the world's biggest and smallest showroom rolled into one.

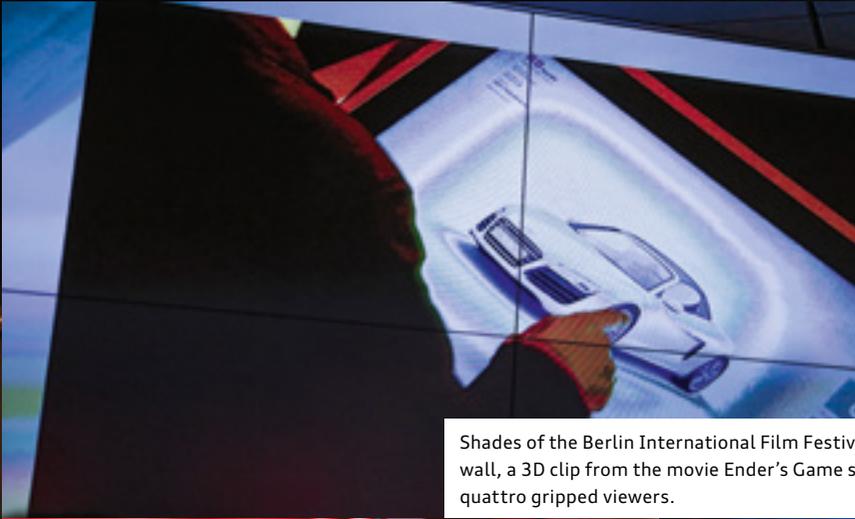
Welcome to Audi City Berlin and virtual reality.

*By Sabine Cole (copy) & Pascal Rohé (photos)*

—

**“We are launching the flagship** showcase for our premium customer concept in Berlin, one of the world's most exciting cities.” With these words, Luca de Meo, Member of the Board of Management for Sales and Marketing of AUDI AG, greeted guests at the pre-launch event for Audi City Berlin on February 4. Two days before the opening of the first digital Audi showroom in Germany, 300 invited guests got to experience up close and personal the dovetailing of real life elements with virtual reality. Located on Berlin's premier boulevard Kurfürstendamm (known affectionately as Ku'damm), the cyber store covers 375 square meters of floor space, spread over two floors. In contrast to the Audi Terminal, a mere two models grace the tight confines of the presentation area. To make up for it, the 87-square-meter digital screen displays every imaginable option and pairing that the Audi model palette has to offer. After the warm welcome by Berlin devotee de Meo, Wayne Griffiths, head of sales Germany at AUDI AG, and Sven Schuwirth, Audi City Berlin project director, described in detail the practical ins and outs of the digital sales concept.

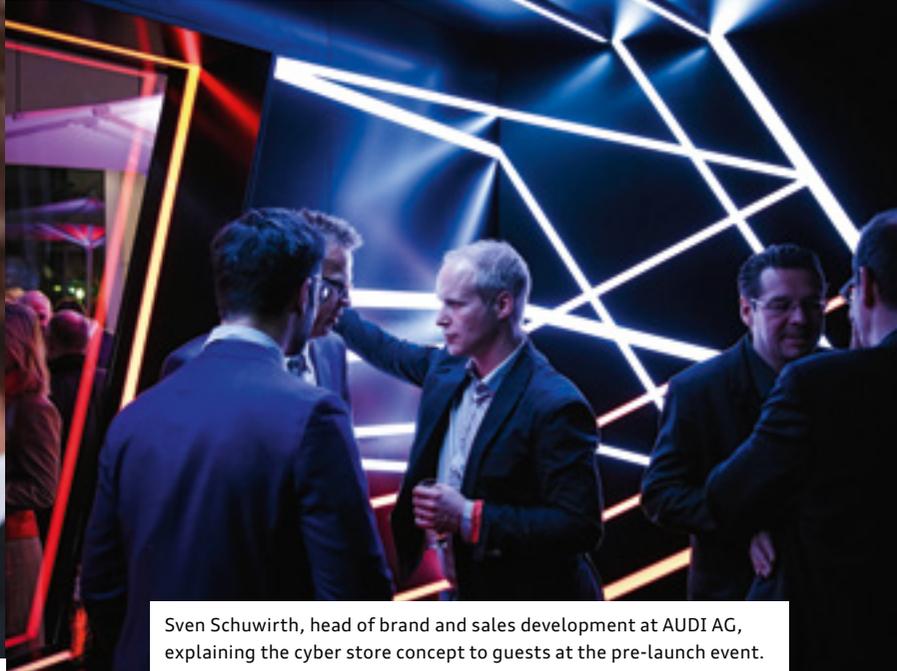
**Audi guides receive visitors** and help them get their bearings. With the help of a tablet dubbed a “staff device,” they introduce visitors to >>



Shades of the Berlin International Film Festival: Screened on the power-wall, a 3D clip from the movie Ender's Game starring the Audi fleet shuttle quattro gripped viewers.



Actor Moritz Bleibtreu chilled and chatted with the guests. He also surprised Luca de Meo, Member of the Board of Management for Sales and Marketing of AUDI AG, with his flawless Italian.



Sven Schwirith, head of brand and sales development at AUDI AG, explaining the cyber store concept to guests at the pre-launch event.



Wayne Griffiths (left), head of sales Germany at AUDI AG, and Axel Strotbek, Member of the Board of Management for Finance and Organization at AUDI AG.



Former Berlin resident, Luca de Meo, with actors Wotan Wilke Möhring and Den-nesch Zoude as well as German TV presenter Kai Pflaume (from left to right).



Siyamak Seyedasgari will soon be a father of twins. He chose to configure an Audi Q5, "because the double stroller will fit inside it."



The staff devices act as remote controls for the whole of Audi City. Both the Audi guides and experts are equipped with these tablets.

the technical options. If visitors are not just interested in immersing themselves in the brand but want to configure an actual vehicle, the Audi experts step in to lend a hand. Together with the customer, they configure the Audi car to the potential owner's specifications on a multitouch table. The result can then be immediately viewed as large as life on the Audi ultra powerwall. From rotating the car through 360 degrees, to opening the doors and looking inside and out, it's all possible with the 50 gigabytes of processed data. The new S3D powerwall even gives you a dimensional feel for some of the models. Should the consultation turn into a sales discussion, the Audi expert and customer retire to the customer private lounge, which is also a studio with sample finishes. Here, paintwork, interior fabrics, materials and trims from the Audi exclusive catalog can be experienced in their physical form. In this way, millions of configurations can be put together with breathtaking speed.

**The customer and sales assistant** work side by side on an interface. All choices are instantly displayed and corresponding changes in price can be transparently tracked. With so many new options at your fingertips, the real question is, why settle for only one Audi? The answer: Thanks to the flexible new Audi select package, you don't have to. In future, Audi City Berlin customers can drive up to three different Audi models in a year. At the opening, Wayne Griffiths described the global challenges facing dealerships in three words: "Urbanization, digitization, personalization." In growing cities with their expensive downtown areas and lack of parking facilities, the traditional dealership format simply no longer works. The alternative solution that does work is a digital showroom. There are, however, some services that can't be offered digitally. For this reason, test drives and deliveries will be arranged in cooperation with local Audi Terminals. After all, driving remains a powerful physical experience for Audi City customers, not least in Berlin.

//



It's not just life-sized configured cars that can be displayed on the powerwall. It also shows spectacular films from the world of the Four Rings.



#### Audi City worldwide

Following successful launches in London and Beijing, the world's third Audi City opened in Berlin at Kurfürstendamm 195. "Audi City is showing the way to the future of sales. We are combining new digital possibilities and even more personal customer consultation," explained Luca de Meo, Member of the Board of Management for Sales and Marketing of AUDI AG. The next step in the evolution of digital showrooms opened its doors in Berlin in February. There, for the first time, visitors can experience the Audi virtual world in stereo 3D. Success vindicates the concept. In Beijing, some 8,000 customers per week stop by the attractive cyber store. That's just under half a million visitors per year—roughly on a par with the number of new Audi cars sold in China in 2013. As an event location, Audi City Beijing is also a big hit. Since Audi City London opened in mid-2012, UK sales have shot up by 70 percent. In an especially gratifying development, six out of ten buyers were new customers. The site of the next Audi City planned will be Moscow. What's more, selected technologies from the cyber store will be made available in the course of the year to a large number of Audi partners worldwide to round out existing sales formats with digital technology.

*Audi Q5 fuel consumption urban/extra-urban/combined (in l/100 km): 11.4-6.0/7.1-4.9/8.5-5.3. CO<sub>2</sub>-emissions combined (in g/km): 199-139, EU5/6.*

# move

—  
Always on  
the go  
with the  
best in sport  
and travel.  
—

**060** All the winter sports highlights under the Audi quattro banner.

**070** Audi driver Rahel Frey wins the race of the Audi R8 LMS Cup on the Shanghai course.



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# Conquering new heights

—

In Sochi, Kitzbühel, Obergurgl and St. Moritz, the four rings' commitment to winter sports was once again behind a flurry of spectacular moments. We visited the athletes and creative minds who confronted personal challenges in these locations—and triumphed over them.

Von Nicoline Haas (Text)

—

With a 30-minute show of superlatives, Audi launched the quattro Festkogel Alm in the Tyrolean ski resort of Obergurgl on December 29, 2013. Austrian agency Zero Division was hired to stage the snow spectacular. "I was given absolute carte blanche," says Martin Winkler, the company's creative head. "The only requirement was that the result had to be unparalleled and unforgettable." So he set to work, harnessing his diverse talents and ultimately producing an extravaganza of ski acrobatics, light and music. "The choreography centered on twelve freestyle skiers performing breathtaking tricks on a ramp as well as formation skiing by Obergurgl ski instructors," explains Winkler. "Dancers and drummers in illuminated LED suits also put in performances that were literally jaw-dropping." The musical accompaniment ran the gamut

## Obergurgl

from tinkling pianos to high-energy electro-beats. Plus, light beams added to the show's wow factor. In line with the Audi brand, Martin Winkler and visual artist Stefan Kainbacher limited the palette to predominantly red and white light and used imagery inspired by technology. To this end, the snowy landscape was structured with a grid of topographical lines and the movement of electrons whizzing back and forth was imitated. "The ski slope and jump together with several polygons made of ice and snow served as three-dimensional pro-

jection screens, reflecting the light," added Winkler.

All this called for two 20,000-ANSI-lumen projectors, roughly 60 LED Par spotlights, 28 moving heads and eight wash lights. A total of six tons of equipment was transported onto the mountain. The show climaxed with all freestylers jumping off the ramp in succession. As each one took off, the light beams also sprang to a new position—in perfect time. "I had goose bumps," admits Winkler, "It was fireworks without any gunpowder." //

More on the story

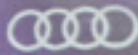


Watch the show at [youtube.com/audi](https://youtube.com/audi).

*"The world has never seen another show like it."*

*Martin Winkler*

...e of quattro®.





*"I always want to give my utmost and test how far I can push myself."*

*Felix Neureuther, winner of the slalom at the 2014 Hahnenkamm races in Kitzbühel*

**"It was the toughest race** I've ever fought in Kitzbühel," said Felix Neureuther after his win on the Ganslernhang slalom course at the Hahnenkamm races in Kitzbühel. Poor visibility, a bad piste and a difficult course setting on the already demanding Ganslern slope left no room for errors. "After six or seven gates, I couldn't see out of my goggles." I was skiing blind." In the end, the balancing act between risk and safety produced a happy ending with Neureuther's second victory in Kitzbühel, following his 2010 title.

The legendary Streif downhill race was clinched by Austrian Hannes Reichelt, while Didier Defago of Switzerland came out on top in the super-G.

# Kitzbühel

**This was the 14th time** that Audi had sponsored the Hahnenkamm race. In its role as partner and through its off-piste program, the four rings transformed Kitzbühel on the World Cup weekend into the home of quattro. Audi models equipped with quattro permanent all-wheel drive were used for the shuttle service to the Hotel Zur Tenne for the tradition-steeped Audi Night. On the outskirts of the resort town, guests had a chance to test the superiority of the quattro drive on snow and ice for themselves as part of an Audi driving experience.

For Felix Neureuther, the Hahnenkamm proved a real morale booster and he left Kitzbühel with new self-confidence: "When I perform to my full potential, I'm a hard man to beat." //

Skiing is in his genes. The son of downhill and slalom Olympic gold medalist Rosi Mittermaier and Christian Neureuther who has World Cup titles in the sport, Felix Neureuther (29) first put on skis at the age of two. His debut at the World Cup was in 2003. Since then, he has recorded eight World Cup wins as well as 16 podium finishes. At the 2013 FIS Alpine World Championships in Schladming, Austria, he won silver.



*“While my cuisine is of the highest quality, it remains rooted to the landscape—just like quattro.” Reto Mathis*

Putting a new spin on the mountain cabin: Steiner Sarnen Schweiz’s asymmetrical architecture breathes airy dynamism. Striking wooden struts in the shape of a W and M—the initial letters of the German words for World Cup—are referring to the Alpine skiing event, which will be staged in St. Moritz in 2017. Munich-based design studio Schmidhuber is responsible for the minimalist yet cozy interior comprising a bar and lounge area with an open fireplace.





**Award-winning Swiss chef** Reto Mathis ranks as one of the pioneers of fine mountain dining. In the Corviglia ski area above St. Moritz, he runs no fewer than six restaurants that serve exquisite fare. His caviar and truffle specialties have earned him fame—and the nickname “the madman on the mountain.” Mathis prefers to think of himself as a high-alpine host.

**Since mid-December 2013** he has been whipping up his gourmet creations at 2,486 meters above sea level at the quattro BAR—his new favorite establishment, by his own admission. “The architecture is a forward-thinking statement,” enthuses Mathis. “I love the idea that locally sourced wood and granite were used. But instead of lapsing into Swiss chalet kitsch, the quattro BAR represents a modern, urban spirit without looking out of place,” he explains. The structure allows nature to take center stage. Thanks to the wrap-around, ceiling-height glass facade, you can enjoy mountain views from every angle. It all merges seamlessly, indoors and out.

# St. Moritz

**Any mountain restaurateur’s** biggest challenge is logistics. “Our ingredients have to be transported daily by cable railway,” says Mathis. “Even if there’s fog or a snow storm, my team and I ensure that our guests lack for nothing.” Skiers, snowboarders and hikers are treated to a menu largely comprising local delicacies, including *Quattrettchen*, which combines dried meat, cheese and pickles, the *Q7 Dog* with an Engadine sausage, and *Röhrl* venison chili con carne. Is your mouth watering yet? //

Intricate interest: Created by Tim John and Martin Schmitz of Atelier für Szenografie, Hamburg, the ten-meter-long, aluminum typeface spelling out quattro contains bustling dioramas within each letter that illustrate the story of the technology. There are models depicting the past and present—a mountainous landscape representing the traditional home of quattro and the ski jump that the Audi 100 ascended in the legendary 1986 TV commercial.



*"Skiing straight downhill is too boring for me."*

*Freestyler Roy Kittler*

#### More on the story

WWW  More quattro challenges will follow. Stay up to speed at [youtube.com/audi](https://youtube.com/audi)

**“Why are they doing that?”** This is a question asked by many a winter sports fan when they encounter young athletes whizzing over a mogul slope, leaping over ramps and spinning through the air, tearing up the impassable terrain and chasing each other down the slope. The best answer is probably, “because they can.” Since German pro freestyle skier Roy Kittler is always on the lookout for ever greater challenges, he didn’t have to consider the four rings’ offer of a truly wild ride for long.

**“How would you like to be towed over a kicker by an Audi SQ5 TDI with quattro?”** His answer—let’s do it. Since getting dragged over humps with a skidoo is a classic piece of off-piste fun for freestylers, this wasn’t an entirely alien concept. But using a car to do the towing? And through snow covering iced-over ground? “The biggest challenge was in gauging the right speed needed to land the jumps over the ramp while being towed on skis by a rope attached to the Audi SQ5 TDI” explains Kittler. The quattro challenge was captured by a film crew and can be watched on the Audi YouTube channel.

# The quattro challenges

“In the video, the energy of freeskiier Roy Kittler and the Audi SQ5 TDI combine symbiotically,” said director David Tindale in summation.

This challenge was only the first of many to come. After all, quattro is not just a practical and safe drive system for overcoming the toughest road conditions, it’s also great fun. So if you ask why, the answer is, because it can! //

*Audi SQ5 TDI fuel consumption urban/extra-urban/combined in (l/100 km): 7.6/6.4/6.8. CO<sub>2</sub> emissions combined in (g/km): 179, EU5.*





**Flurries of snow**, icy wind and gray skies. In this bleak environment, we see an Audi 100 quattro covered with a sprinkling of snow. A driver gets in, turns the key in the ignition, revving the engine in a final battle cry before the Audi 100 quattro tackles its greatest challenge—ascending a snow-covered ski jump with an 80-percent gradient in Kaipola, Finland. This TV commercial from 1986 sent ripples around the world and still sends shivers up viewers’ spines. You can only imagine what it must have been like for the driver. Visitors to the Olympic Park in Sochi on the Black Sea were offered a taste of the experience—the chance to feel the power of the permanent all-wheel drive system for themselves by conquering the twelve-meter-high Audi quattro mountain. All it took was driving an Audi A6 3.0 TFSI quat-

# Sochi

tro up a ramp—with a 58 percent incline. That’s steeper than any mountain pass and a white-knuckle moment for many of the participants who were probably asking themselves, “Can the car really do it?”

**One of the visitors**, Denis Kornev, gave it a go. Although on an intellectual level he knew he could trust the car with quattro drive implicitly, he admits there was a definite fear factor involved in facing the reality. “When I reached the top, I was more than a little relieved. You’ve got to get up the nerve to go for it.” Fortunately, the seasoned Audi instructors behind the wheel ensured that all the visitors reached the summit safe and sound. On the seesaw platform at the top there were only three centimeters to spare to the left and right of the vehicle—requiring some skilled driving. The mobile platform then lifted, tipping the car over the

other side ... and off you go! Sixteen shipping containers were used to build the Audi quattro mountain and its 72-meter track.

But it’s not just spectacular entertainment that Audi provided in Sochi. The carmaker also backed the German Olympic Sports Confederation and sponsored the German team. Athletes and guests going to the German House were able to avail themselves of a shuttle service with a fleet of 42 Audi quattro models. Plus, the Audi Lounge provided the sportsmen and women with a place to meet and relax. Audi also helped the alpine downhill skiers, ski jumpers and Nordic combined athletes to prepare for the Olympic season. They tested the properties of their equipment and refined their stance in the cutting-edge Audi wind tunnel in Ingolstadt. The slogan Vorsprung durch Technik is equally applicable to them. //

*"You've got to get up the nerve to go for it."*

*Denis Kornev, a visitor to the Olympic park, conquers the Audi quattro mountain in Sochi.*





**01** Rahel Frey's personal maxim is "Go fast and never ever give up!" In 2011 and 2012, the Swiss-born driver took the wheel for Audi in the DTM. As of 2011, her favorite set of wheels is the Audi R8 LMS. **02** The cover ensures that during transportation and before races, the paintwork and elaborate decals on the Audi R8 LMS are not damaged.

# Racing Rahel



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The Chinese love their motorsport—a little bit more with every passing year. And their drivers are enjoying ever greater success, too. But it was a female Swiss driver who took the top spot on the winners' podium after the tenth round of the Audi R8 LMS Cup in Shanghai.

*By Mark Andrews (copy) & Jan van Endert & Rouven Steinke (photos)*

---



01



02



**01 + 02** In a time of 29:28.661 minutes, Rahel Frey representing Castrol Racing Team claimed a lead of just under a second over her competitors. **03** The Shanghai International Circuit lies about 25 kilometers northwest of the city center. Since 2004, this track has been the venue for the annual Formula One Chinese Grand Prix, among other events.

**2013 冠军赛车嘉年华**  
SPORTS CAR CHAMPIONS FESTIVAL

00:30:00 0 17

For safety reasons, the circuit designed by German racetrack architect Hermann Tilke has a broad format and features wide tarmac run-off areas.



### 2014 Audi R8 LMS Cup

When it launched in 2012, the Audi R8 LMS Cup was staged exclusively on Chinese circuits. A year later, the series expanded to take in venues abroad, with races in South Korea and Malaysia. In 2014, the Cup will be contested in four Asian countries between May and November. The single-make championship still puts drivers in the cockpits of the eponymous Audi R8 LMS—a GT racer designed to GT3 rules and based on the Audi R8 road car. With its displacement of 5.2 liters, the V10 engine powering the Audi R8 LMS ultra produces up to 570bhp.

#### 2014 race dates

Inje, South Korea	May 3 to 4
Fuji, Japan	July 26 to 27
Sepang, Malaysia	August 16 to 17
Guangzhou, China	September 26 to 28
Venue to be decided, China	October
Shanghai, China	October 31 to November 1

#### More on the story



To view a video of the race, go to [www.youtube.com/audi](http://www.youtube.com/audi)

**Rahel Frey is really** just a slip of a girl. She stands exactly one meter, sixty-three centimeters tall. But anyone who thinks that makes her a pushover is sorely mistaken. The Swiss racing driver is not only tough, audacious and fast but in the tenth round of the Audi R8 LMS Cup event, she also proved she's the best. That makes her the first woman to win an event in the single-make series. Former F1 pilot Alex Yoong together with subsequent 2013 Audi R8 LMS Cup winner Adderly Fong and local hero "Franky" Cong Fu Cheng had to content themselves with coming in as runners-up. "Rahel is an exceptionally talented driver and it was great to see her rewarded with a win today. Hopefully, this will inspire more Asian female drivers to participate in motorsport," said a delighted Rene Koneberg, director of Audi Sport customer racing Asia. "It was a thrilling race and very entertaining for the spectators. I started from second on the grid but then fell back a couple of places in the unfavorable outside lane on the first corner. In the battle to make up lost ground, I got into an extended and punishing dogfight with Cheng. Our cars even came into contact a couple of times. But there was no foul play, just honest to goodness racing," says Rahel Frey, describing her victory.

**The race in Shanghai** was contested on the Formula One circuit under the Sports Car Champions Festival umbrella. Over the course of this event, the Audi R8 LMS recorded the fastest lap times ever achieved in any series. "This track is unique and technically very demanding. On some of the corners, there's no room for error," explains 29-year-old Franky Cheng, who went head to head with Rahel Frey. Laid out in a form reminiscent of the Chinese character shang, which also appears in the name Shanghai, the circuit sees cars reaching top speeds of up to 275 kilometers per hour. Motorsport in China may still be in its infancy but it's growing at a breakneck pace. "Over a decade ago, there were virtually no motorsporting events in China," points out Rene Koneberg. When, in 2002, Franky Cheng wanted to advance beyond karting, he had no other choice than to head off to Europe. Today, the landscape has changed. "Motorsport is a rapidly expanding market in China. There's been a race here on the Formula One calendar since 2004 and the German Touring Car Masters series is returning. Plus, the World Endurance Championship (WEC) is launching an event, in which the four rings will also compete with its Audi R18 e-tron quattro," adds Koneberg.

**The Audi R8 LMS Cup** is making an important contribution to the market's evolution. "The Cup provides an excellent platform for up-and-coming young Chinese drivers," explains Franky Cheng, because it gives them an opportunity to go up against experienced European pros like Rahel Frey and to learn from them. There's an open access data policy, which means that after each race, all the drivers have access to information that allows them to analyze the winners' race per-

formance. Koneberg sees customer races such as the Audi R8 LMS Cup as adding a third string to the Audi bow, alongside the brand's other longstanding racing commitments to Le Mans and the DTM.

**Gentlemen drivers make up half** of the Cup entrants and have a key role to play. "You need a good mix of amateurs and pros," says Koneberg. The "gentlemen drivers" are usually successful entrepreneurs or businessmen looking for an adrenaline rush unlike anything daily life can offer. Aspiring Cup competitors need an Audi R8 LMS and a racing license—which can be obtained by passing the relevant driver training course. Don't let that fool you into believing the amateurs are slow coaches. Quite the contrary. The weekend drivers often snatch valuable points from under the professionals' noses and earn top ten placings. Jeffrey Lee, for instance, finished the 2012 season in sixth place overall and went on to compete as a professional for the Audi Chinese Taipei Team in 2013. "We have access to the video footage of the top drivers. So after each round, I analyze the recordings and compare them with the relevant data. Typically, novice racers get the hang of the slower corners sooner than the faster ones," comments Alex Au, who topped the amateur rankings in 2013. A distinct camaraderie prevails between the amateurs and pros, who are happy to offer tips and advice—as long as the novices keep out of their way during training and don't go too fast. Pro pilot Franky Cheng sees it as a "win-win situation" that makes for a far more convivial atmosphere.

**"The series will continue its expansion** in Asia and the driver field is also set to grow," promises Koneberg, who has notched up significant successes with the Audi R8 LMS Cup. Some 25,000 spectators attend the races and even more follow the live stream from the website. In fact, the number of visitors to the website doubled over the course of last year. According to Koneberg, "The Chinese fans are hooked."

In 2014, a race will be hosted on the Formula One track in Fuji, Japan for the first time. Many high-caliber drivers have already confirmed their participation in the upcoming series. After joining the field during the current season, Franky Cheng confirmed over the weekend of the Shanghai races that he will be extending his contract. "I didn't win the series—which made my decision that much easier." He regards the 2013 season as a learning curve but plans to make a decisive bid for glory in 2014. Alex Yoong and Marchy Lee will also be back again—which means we can look forward to nail-biting action in the season ahead. //

# inspire

—  
People  
and ideas  
that  
inspire us.  
—

- 078** Now & next: Interview with F. Scott Woods, Commercial Director of Facebook Germany.
- 082** The Audi installation at Design Miami/.
- 088** Superstar George Clooney presents his new movie at the Berlinale.
- 092** Why here? Stefanie Ulrich, HR director at the Audi Neckarsulm site.

*Audi R8 Coupé fuel consumption urban/extra-urban/combined (in l/100 km): 22.2-19.3/10.6-8.4/14.9-12.4; combined CO<sub>2</sub> emissions in g/km: 346-289, EU5.*



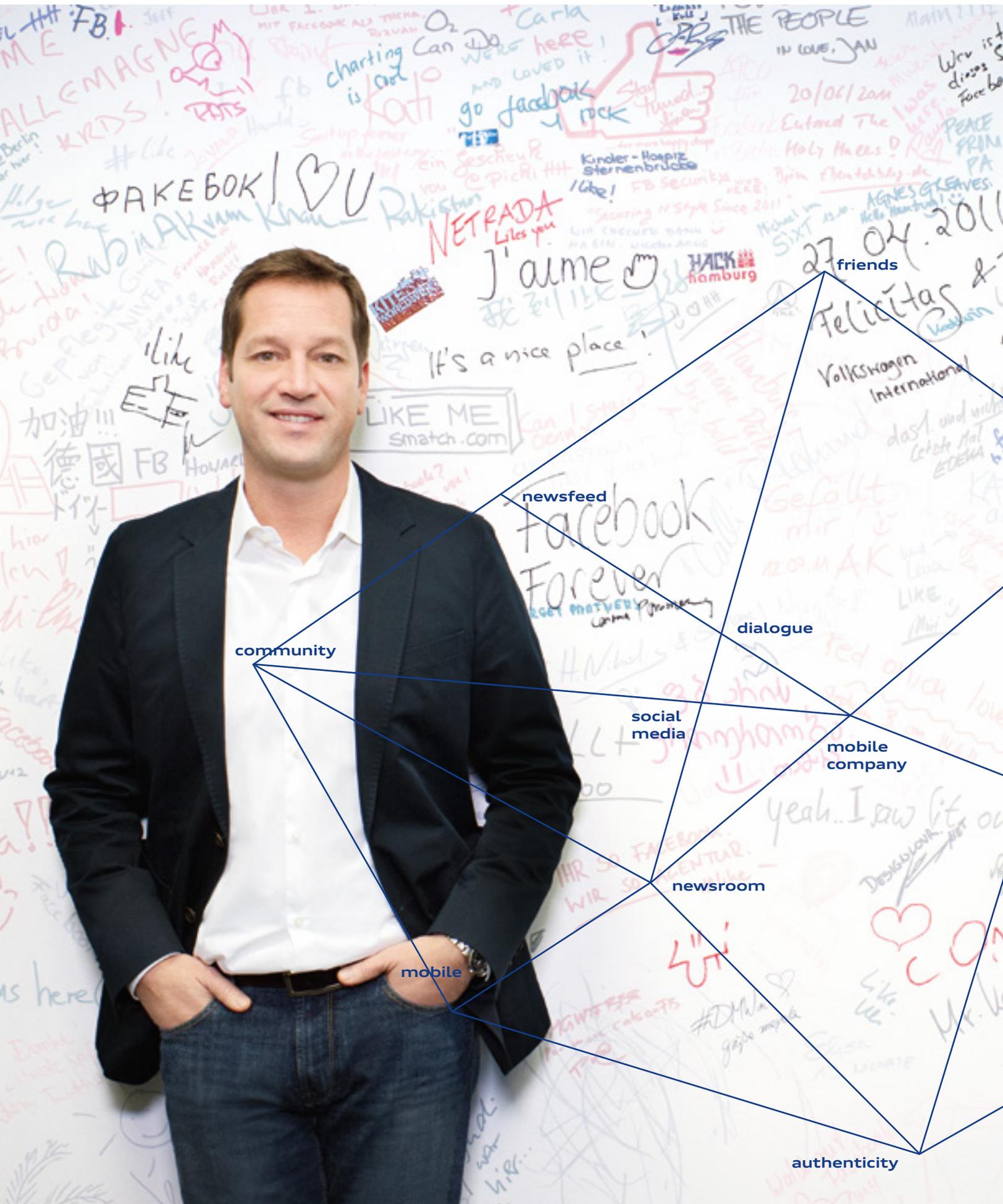
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community

newsfeed

dialogue

social media

mobile company

newsroom

mobile

authenticity

# “We are one percent finished.”

F. Scott Woods, Commercial Director of Facebook Germany, Austria and Switzerland, talks about friends in the digital age, the end of prime time and the next billion Facebook users.

By Sabine Cole (interview) and Antonina Gern (photo)

platform

global

democratization

**Audi magazine:** Mr. Woods, anyone who signs up for Facebook has to start by creating a profile. I suggest we follow suit. Name?

**Scott Woods:** My full name is F. Scott Woods. When they hear that, most ask what the F stands for. To be honest, it doesn't stand for anything. My parents were great admirers of the author F. Scott Fitzgerald—who wrote *The Great Gatsby*, among other things. That's why they chose F. Scott as my first name.

**Age?**

45.

**Relationship status?**

Married.

**Tell us a bit about yourself.**

I'm an American. I was born in the U.S. but when I was ten years old I moved with my parents to Europe—first to the UK and then Germany. After my parents separated, I shuttled back and forth between Germany and the U.S. I got my first degree in the U.S. and then went on to study literature in Germany because my dream was to work as a publishing editor releasing great novels. To cut a long story short, I eventually trained as a publishing manager with Axel Springer Verlag—which doesn't produce literature but instead has a large portfolio of newspapers and magazines. That was in the mid-nineties—just as something incredible was happening: The Internet was becoming a mass phenomenon. >>

Many publishing houses, Springer included, were endeavoring to harness the net. Because I had a lot of friends in the U.S. and used e-mail to communicate with them, I was suddenly considered an Internet expert. That's how I ended up in the digital business. After stints at other media corporations and an American tech company, I joined the Facebook team in 2009.

**How many friends do you have on Facebook?**

I must admit, I'm not exactly sure. But it's probably over a thousand. There's my current circle of close friends as well as old pals from my childhood who I've reconnected with through Facebook. Many others are work contacts or people I met at conferences and have therefore put on my business list. But I know every single person I've friended on Facebook.

**What was your most recent post?**

A basketball video. The Rookie of the Year—a top NBA player—goes onto a court disguised as an old man and runs circles around all the youngsters. I thought that was really funny, so I shared it.

**When did you last write a postcard?**

I last put pen to an actual physical postcard a pretty long time ago. Now, I use an app that lets me send snaps I've taken on vacation as digital postcards via my mobile device and have them printed and posted to recipients. Which means that a postcard from a faraway place arrives in two or three days and not weeks later.

**The Internet in general and social media in particular have totally transformed people's communicative habits. Criticism and praise are now more anonymous. Fear of being trashed stops a lot of people and companies, too, from participating in social media.**

I believe that as a rule the key to using social media is authenticity. Which brings us back to your question about how many Facebook friends I have. As I said, I know every single person who I'm friends with on Facebook. If you have legitimate relationships with those people in the real world, then there's very little reason to be concerned about your digital communications. The way I see it, that should be one of the guiding principles for private individuals—who are also the majority of Facebook users.

Of course, the platform also allows public figures such as sports stars and artists as well as companies to engage their followers and customers on an equal footing. That wasn't possible in the past. For artists especially, this has brought about a democratization of their communications with their fans—and I use the word in its original sense. And the same goes for businesses. While in the past small companies never had the budget to advertise on the major media channels, the barriers to reaching out to their target groups and potential customers around the world are now very low. I think that's truly fantastic.

When a company, irrespective of how large or small it is, performs well—in other words, respects its customers and provides them with attractive, functional, high-quality products—the kudos pour in. But when there's a mess up, there's also no hiding it. Customers today have more influence and control. In fact, receiving honest criticism is also very healthy for a business or an artist. They know the instant that something goes wrong.

There's a principle which states that a good community polices itself. When public figures or entities such as companies strive to conduct a genuine dialog that's on the level with fans and customers and someone comes along who just wants to bad-mouth everything, the community will deal with that. It will respond to unfair criticism and close ranks against such an individual's opinion—just as happens in real life. What goes for real people pretty much applies to the rest, too.

**Will social media supplant the older media outlets such as TV and print?**

If you look at media usage behavior, the concept of prime time on TV no longer really exists. It's now always prime time everywhere because people around the world are out and about at different times and are consuming mostly mobile media, whenever and wherever they want to, rather than being tied down to program schedules.

Facebook's News Feed is already a kind of personalized daily paper. The sources are friends who live abroad or around the corner, but they're also artists or sports stars and the media that you like as well as brands. Brands have to reinvent themselves to be more like newsrooms. When instead of advertising I send out genuine, entertaining content—what we call lightweight messages—I'm able to reach millions of people in real time.

**So how will the media landscape change when the proportion of people with mobile Internet access grows even further?**

To my mind, the shift from desktop computers to mobile devices such as smart phones and tablets is causing a sea change. In Germany, for instance, more than seven out of ten people access Facebook on mobile devices—and they do it on average 14 times a day. We all need to get used to that idea. For Facebook, transforming our product into a mobile application was also painful at times. The entire company was structured to running a website. It took us 18 months to make the transition and we're still not completely finished.

I think a lot of companies failed to take into account that, even back in 2011, mobile accounted for the lion's share of web-enabled devices sold compared with computers. In the future, people will use mobile devices to go online. The publishing houses, companies—all the media players—will have to adapt accordingly.

**That gives more people access to information because**

**smartphones are more affordable than computers. And crucially, they make going online easier.**

The impact that access to information can have is incredibly exciting. In India, for instance, there are villages where the farmers sold all their produce through middlemen and had no idea of actual prices on the market. But give the village a phone and the farmers can keep track of market prices and earn more just because there's greater transparency. That's the kind of major—and immensely profitable—change I see mobile technology achieving.

To give you another example: Remember the floods last summer? And how fast mobile devices used in conjunction with social networks such as Facebook succeeded in mobilizing help? There's unbelievable power to do good.

**Facebook's founder Mark Zuckerberg has set up the Internet.org initiative to help provide Web access in less developed countries.**

At present, just under 1.2 billion people use the Facebook platform. But what you have to imagine is how many people there are in the world who still don't even have Internet access. The next one to two billion people who join the online community will have never seen a desktop computer. Their first experiences exploring the digital world will be via a mobile device—and increased access to information can only benefit society as a whole. Although the costs of manufacturing smart phones are falling all the time, it's the monthly data charges that can add up. Our efforts need to be directed toward pushing those prices down—and reducing the amount of data transferred. With Facebook for Every Phone, we already have an app that will run on feature phones—cell phones that can be used to surf the net but aren't smartphones. This version of Facebook is widely used across huge swathes of Asia and Africa because it's very lean but still provides the basic Facebook functionalities. In July 2013, we passed the 100 million user mark with Facebook for Every Phone.

**On February 4, Facebook celebrated its tenth anniversary. And on February 11, the German office turned four. What birthday wish would you like to see come true?**

Four years ago, we were just a tiny startup without a proper office or our own Internet connection—we used the WiFi from the café below us on the corner. I have very fond memories of that time, even though we have, of course, made great progress and become far more professional since then. There are now 25 million people who use Facebook in Germany—almost half of all Internet users. Compared to our European neighbors, Germany was a bit slow off the mark. Among many other reasons, our infrastructure was a problem. While we were still using ISDN, some countries already had fast data connections, which makes a big difference.

We are just starting out on an incredible journey. You can feel it every day. Our motto is, "We are one percent finished." And I think that even four years down the line not much has changed in that respect. We've still only made it one percent along the progress bar. For me, that's what makes these developments so exciting.

**What makes up the remaining 99 percent? What do you imagine would need to be achieved to close that huge gap?**

When we say we want to give people the opportunity to connect, thus making the world a more inclusive place, then we're talking about all people. At the moment, only every third person on the planet has access to the Internet. That means two thirds are left out. When you see it that way, there's still a lot to be done.

Wherever people are looking to connect with each other and share information, we want to give them the tools to do it. After all, what Facebook does is to create and maintain those relationships. And since communicating and sharing with friends is a universal phenomenon that I don't believe will ever disappear, we have a very long road still ahead of us.

**Thank you for talking with us.**

//



**Audi and Facebook**

Facebook is a social network that allows people to connect with their friends, work colleagues, classmates and other people. Founded by Mark Zuckerberg in 2004, the company's subsidiary Facebook Germany GmbH was established in Hamburg in 2009. Just under 1.2 billion people around the world have signed up to Facebook. On four rings' Facebook pages alone, over 18 million fans around the globe actively engage with the brand. Audi focuses on local and regional offerings as well as intensive dialog—not only between the brand and enthusiasts but also between dealers and customers.

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# Form follows Vorsprung

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Twice a year, the international creative upper crust gathers at Design Miami/, which is staged alternately in Florida, U.S., and Basel, Switzerland, to get a sneak preview of tomorrow's aesthetics and celebrate yesterday's artistry.

*By Eva Bolhoefer (copy) & Oriol Tarridas (photos)*

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Design  
Miami/

New York architecture studio formlessfinder designed the Tent Pile pavilion at Design Miami/ 2013. The sand and aluminum installation responds to the cultural and geographic specifics of the city.



Photo: Courtesy of Design Miami



Munich-based architecture studio SCHMIDHUBER's sculpture comprises myriad rhombuses that present the eye with a continually shifting view.



**Miami is built on sand.** Little defines the city to the same extent as this gritty sediment, which not only covers Florida's kilometers of beach but also serves as a key raw material in concrete, roadworks, glass, cosmetics and microchips. Aside from air and water, there's no resource that is processed in quantities comparable to sand. Another feature of Miami is the tropical climate that bathes the city in sunshine 360 days a year. Thanks to the never-ending summer, a distinctive architectural vernacular has flourished in public spaces around the city of 410,000. Structures in the striking Miami Modern style display cantilevered roofs floating free of enclosing walls.

**These two phenomena inspired** Julian Rose and Garrett Ricciardi of New York architecture studio formlessfinder to envision Tent Pile—a gigantic sand pyramid that greeted the 50,000 visitors at the entrance to Design Miami/. "Tropical post-war modernism with its hybrid indoor/outdoor spaces was a major influence on our installation," explains formlessfinder co-founder Julian Rose. "Sand was an obvious choice of natural resource. Properties in Miami are built on sand—which frequently makes life difficult for contractors when they lay foundations. Instead of having a destabilizing effect, the sand in our design in fact braces the structure." Tent Pile's trussed aluminum roof rests on a 500-plus-ton mound of sand that is buttressed by a retaining wall. On the other side of the wall, a seating area was created where the show's visitors could take a breather. The intelligent and innovative approach of the formlessfinder duo's solution is a prime example of the work done by a design vanguard who continually seek to express old, familiar patterns and forms in progressive new ways. It's at Design Miami/ that this elite comes together to participate in a creative exchange of ideas. >>



**More on the story**

WWW Further information can  
be found on  
[www.designmiami.com](http://www.designmiami.com)



*“Audi stands for premium, innovative and progressive. Events of this caliber attract the top people in their respective fields, which at Audi translates into very innovative people in this industry.”*

*Giovanni Perosino, Head of Marketing Communications at AUDI AG*



## Audi Sport

The Audi showcase at Design Miami/ was wholly devoted to the spirit of sportiness: The customer sport racing car, the Audi R8 LMS ultra (left), and its production counterpart, the Audi R8 Spyder, epitomize the successful fusion of design and technology.



**Audi is very much party** to this artistic dialog. The Ingolstadt carmaker has not only acted as exclusive automotive partner to the show since 2006 but also stepped beyond the traditional bounds of sponsorship as an exhibitor and trailblazer. Time and again, Audi has dovetailed technology and artistic form through collaborations with acclaimed designers and architects including Bjarke Ingels, Clemens Weisshaar and Reed Kram. Last year, the four rings' showcase at Design Miami/ was a homage to the red rhombus—the Audi emblem for peak performance, technical precision and strikingly unconventional design. To that end, Munich-based architecture studio SCHMID-HUBER conceived an anamorphic installation comprising myriad individual rhombuses that presents a fresh face to viewers from every angle. The optical effect not only symbolized the four rings' motorsporting successes, which encompass over 150 victories, but also gave three-dimensional expression to the brand's cutting-edge, multifaceted technologies. The installation was a backdrop for two athletic models—the Audi R8 Spyder and Audi R8 LMS ultra, which in turn also epitomized the symbiotic relationship between technology and design.

**Giovanni Perosino**, Head of Marketing Communications at AUDI AG stopped by Design Miami/ 2013 to soak up inspiration in the creative hothouse. "As a leading marketer from Italy, you must have a special feeling for design. Timeless design is about form and proportions.

Design is about balancing form. It's like a top athlete's physique: not too much or too little, everything in proportion." This philosophy is embodied by the Audi R8 Spyder and Audi R8 LMS ultra. The body design is an unequivocal statement, intended to stir emotions and suggest the car's personality. What you see from the exterior offers clues to what lies beneath—the muscular body and dynamic engine complement each other. What's more, every last detail of the design is ahead of its time.

**Numerous parallels** between the Ingolstadt carmaker and the design show make Audi a perfect fit with the innovative atmosphere of Design Miami/. "If Audi were an event, which one would it be? It would take a shape very similar to Design Miami/," points out Giovanni Perosino. "Audi stands for premium, innovative and progressive. Events of this caliber attract the top people in their respective fields, which at Audi translates into very innovative people in this industry." //

*Audi R8 Spyder fuel consumption urban/extra-urban/combined (in l/100 km): 22.2-19.6/10.7-8.6/14.9-12.6; combined CO<sub>2</sub> emissions in g/km: 349-294, EU5.*  
*Audi R8 V10 Spyder fuel consumption urban/extra-urban/combined (in l/100 km): 22.2-20.5/10.7-9.2/14.9-13.3; combined CO<sub>2</sub> emissions in g/km: 349-310, EU5.*



# Monument Man

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—  
Actor, director, screenwriter and producer, he does politics,  
is fun, makes headlines—and always gets it just right.

George Clooney filmed his latest movie in Germany. And  
presented it at this year's Berlinale.

*By Roland Huschke (copy)*

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**Before the star had even set foot** in Berlin last spring, Clooney mania had already broken out. The actor has often visited the city before for a slew of premieres but this time he stayed for months and brought with him a production team to work on a remarkable film. With Clooney behind and in front of the camera, *The Monuments Men* is a historical thriller about stolen art and features a cast of his showbiz pals such as Matt Damon, Cate Blanchett and Bill Murray in supporting roles.

**A self-deprecating Matt Damon** once said of the Clooney effect: "When George appears in public, it's as if the circus has come to town and I can assure you, a nobody like me doesn't get a second glance." A "circus" is a pretty accurate description of the months-long frenzy in Berlin as paparazzi, reporters, movie buffs and groupies engaged in a daily scramble for upmanship in Clooney news and sightings. The daily papers published detailed reports

on the restaurants he patronized and where his crew pitched their tents—only the search for the latest woman on the confirmed bachelor's arm proved unsuccessful despite the concerted efforts of the local Clooney club.

**Anyone curious about Gorgeous George's** love life is barking up the wrong tree and probably confusing him with the devastatingly handsome playboy parody he does for the Nespresso ads. It's true, of course, that he is the Cary Grant of our era. As the charmer with the audience on his side, familiar from hits such as *Ocean's Eleven* or more recently *Gravity*, he's a silver-streaked style icon and witty gentleman rolled into one. But if you spotted Clooney at the bar or on the terrace of Soho House, a private members' club and hotel, where he often sat after a day's work on *Monuments Men*, you could be forgiven for mistaking him for a weary businessman, much like the frequent flier he played in *Up in the Air*. >>

*“When I meet potential business partners for the first time, what they’re saying is less important to me than how they treat the restaurant staff.”*

George Clooney

His body language spoke volumes—don’t make a fuss over me, please. He maintained a friendly reserve, tolerating the curious stares. The media rabble may be camped at the entrance, but George Clooney has long since made a habit of taking the back door to avoid diverting attention from more important matters.

**“As an actor in this industry,** you only get a few good years in the premier league,” says Clooney, “and when it’s inevitably over, I don’t want to beat myself up over having wasted my time.” For Clooney, chasing roles in commercial blockbusters and exploiting his fame are examples of the stuff of regret. At the beginning of his career, he tried going down that route and donned latex as Batman. The result was disastrous but most instructive. To this day, he keeps a photo of himself suited up as the comic book hero in his office, “to remind me of my well-deserved critical lambasting.” As for his lady-killing looks—those, too, are inconsequential to his work. He consciously sidesteps romantic roles, even though they would probably be a license to print money.

Instead, Mr. Clooney is driven by a moral rectitude that borders on the quaint—the desire to do the right thing, take on the right projects and spend his time with the right people. “When I meet potential business partners for the first time,” he relates with a grin, “what they’re saying is less important to me than how they treat the restaurant staff. Because someone who abuses a waiter will sooner or later drag a team down.”

**The 52-year-old** has many more ready pearls of wisdom that can be traced back to his upbringing outside the limelight in Kentucky. In the 1950s, his aunt Rosemary Clooney was a popular singer whose struggles when she subsequently fell out of favor served as a cautionary tale about chasing something as ephemeral as fame—a lesson her nephew took to heart. An even stronger influence on young George was his father, the argumentative radio journalist Nick Clooney, who encouraged his son to participate in political discussions over dinner and taught him, “Never tramp on those below you or bend to those above you because you’ll only get as much respect from others as you’ve earned.” George Clooney’s sense of decency even got him into a punch-up with the director on the set of *Three Kings* who pushed extras around.

Today it’s the conservative commentators on the U.S. broadcaster Fox News that love to hate him. He is, after all, the figurehead for liberal entertainers—organizing fundraisers for Barack Obama on his estate in Hollywood Hills and putting his weight behind other campaigns. Thanks to his father, he has an intimate understanding of how the media works, and he carefully stages his appearances to benefit the causes he considers worth supporting. Drinking sessions with friends from his youth are related with as much passion as his humanitarian work on the Darfur conflict—a cause which saw him take his appeals for aid all the way to the U.S. Congress.

**More than almost anyone else** Clooney appears to be living la dolce vita—what with his villa on Lake Como and a wide circle of chilled friends ranging from Brad Pitt to Beyoncé. But in his many professional capacities, the star also has a reputation for uncompromising integrity. In 2013, he won an Oscar as co-producer of the Best Picture, *Argo*. Plus, in 2006 he took home the statuette as Best Supporting Actor for *Syriana* and was a Best Director and Best Original Screenplay nominee for *Good Night, and Good Luck*. His writing on the *Ides of March* was also nominated. This incredible versatility means that Clooney is increasingly catching up to such Hollywood multitalents as Clint Eastwood and Robert Redford.

“It’s fine by me,” he says, “if the public only associates me with the *Ocean’s* films—they were great fun and we put a lot into them. But not every film can be a huge hit. Besides, I don’t want to be remembered for a series of blockbusters. I hope I’ll have made a handful of movies that are still worth watching in twenty years’ time. It’s not that I think I’m better than anyone else, just that I respect the medium so much, I want to give it my best. And don’t forget, my breakthrough with *ER* came late so my time is short.”

**More on the story**

**WWW** For more on the movie  
The Monuments Men, go to  
[www.monumentsmen.com](http://www.monumentsmen.com)

**He would never say it out loud**, but the Academy's nod for his directorial work would be the crowning achievement for a student of film like Clooney who is on his way to becoming a master in his own right. His foot-loose and fancy-free lifestyle—in so far as that represents his closely guarded private sphere—is just a side show. For *Monuments Men*, his star-studded entry into this year's Berlin International Film Festival, he spent the last few months in a windowless cutting room, waiting for the special effects to arrive and adding the soundtrack. In the end, he still missed the deadline and the release date had to be pushed back.

**The film is the true story** of a rag-tag World War II platoon of Allied experts assembled to rescue artworks from behind enemy lines and prevent their destruction. "The Nazis systematically plundered art treasures from occupied countries," explains Clooney, "It was the greatest theft in history. When the material fell into our production company's lap, I couldn't believe this story had never been told—I instantly cleared my calendar. It

was practically ready to shoot and had all the ingredients for great cinema."

Every movie success is a stolen pleasure for Clooney. And it's not hard to imagine him "calling up a bunch of friends who get on board without expecting their usual fee." Now in his early fifties, Clooney has the aura of a man who has been around the block and is now devoting his energies to long-cherished goals. He exudes poise. And that makes him a role model and an object of desire. Not that he sweats it. After all, George Clooney knows where the rear exit is. //



**George Clooney**

George Timothy Clooney was born on May 6, 1961 in Lexington, Kentucky. The son of a family of entertainers attempted to make a name for himself in Hollywood in the early eighties but succeeded only in winning roles in second-rate American TV series' pilot episodes. His breakthrough came in 1994 playing pediatrician Dr. Douglas Ross in *ER*. Clooney's movie career kicked off with the 1996 Robert Rodriguez directed *From Dusk Till Dawn*. A number of blockbusters followed.

George Clooney made his directorial debut with the 2002 drama *Confessions of a Dangerous Mind*. Five years later, a second directorial effort, *Good Night, and Good Luck*, garnered critical praise. At the 2012 Academy Awards, Clooney was nominated for work on two films as screenwriter and Best Actor, respectively. On June 22, 2013 at Studio Babelsberg in Germany, he completed the eight months of work on his latest film *The Monuments Men*.



# Why here?

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Up close on very personal territory:

Stefanie Ulrich, HR director at the Audi Neckarsulm site, enjoying the Geddelsbach vineyards in the north of Germany's federal state of Baden-Württemberg.

*By Jan Strahl (interview) & Heinrich Völkel (photos)*

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**Audi magazine: Why here, Ms. Ulrich?**

*Stefanie Ulrich:* It's just so beautiful here. The Geddelsbach vineyards are close enough to my current home that on summer evenings I can come out here to unwind after work. And for me, recharging my batteries means physical exercise. Given my background in human resources, I naturally take achieving a good work-life balance very seriously. And I believe you've got to walk your talk. What's more, this place pretty much exemplifies what makes this region so special—the countryside, little villages and wine.

**Do you love the vineyards purely as a getaway spot or do you also enjoy what they produce?**

I'm no wine expert but I do enjoy the occasional glass. My interest in wine has increased since I moved to this region where it's grown. It's only when you live here that you realize how much time and effort goes into tending the vines all year round before the final product is bottled. A lot of my colleagues in Neckarsulm come from wine-growing families. At harvest time, they also have to pitch in and we do our best to make that possible. As a result, I now consciously choose wines made in the region, even if that means leaving French or Italian labels out of my shopping basket.

**As HR director for the Neckarsulm site, you have almost 15,000 staff members under your care. With the constant back and forth of discussions, do you need quiet time with minimal communication?**

Yes, that's certainly true for me. When you spend the whole day interacting with others, the peace and quiet of nature is a great change of pace.

**How many of your colleagues at the plant do you know personally, how many faces can you put names to?**

By now it must be a few hundred. I've been stationed here and when I started I hardly knew anyone. But I'm still constantly meeting new people and adding remarkable colleagues to my network.

**In your job, you've probably interviewed your fair share of people. What is your opening question?**

Actually, much the same way as you did with me: "Why are you here?" That's my standard opener because it leads very naturally into a discussion of things such as motivation and qualification. And from there it's just a hop, skip and a jump to "What makes you believe that you're the right person for this job?"

**You started your career with VW in 1990, having graduated with majors in German studies and political science—not exactly the traditional subject choices for a job with a carmaker.**

Admittedly, they're fairly unconventional. But it just goes to show how open-minded Volkswagen is as a



Totally at ease: Stefanie Ulrich enjoys a break sitting on the grass at the side of a road and even shares her refreshments with a horse.



company—it has a long history of taking on staff with unusual career paths and giving those changing direction a chance. And it's precisely this mixture of backgrounds that makes the company what it is and contributes to its overall success. While it's true that we prefer candidates with qualifications in business or a technical field, you'd be surprised at the people on the payroll—social workers, priests, language specialists and philosophers.

**And how did you in turn come to decide that Volkswagen was the right place for you to start your career?**

Back then, a hot topic that is now once again on everyone's lips was the advancement of women in the workplace. >>

VW had decided to commit to bringing about change by initiating a program to increase the number of women employed in the company. This was precisely what my political science studies focused on. Plus, I had already completed internships, so it made sense to apply to Volkswagen for that kind of work. I didn't know much about the automotive industry or the company itself. But a seasoned HR pro whom I met there gave me the opportunity to get a feel for the company in a one-year trainee program. On the whole, I really just struck it lucky.

**Has there been progress in advancing women? What has changed over the last 20 years in the automotive industry?**

When I started out at VW, we were still talking about getting women's toilets and showers built. Although we're well past that stage now, we still cannot claim to have made a quantum leap forward. We aren't succeeding yet in getting sufficient numbers of women interested in technology in order for the workforce to comprise 40 or 50 percent female employees in the medium to long term. While changes in the political arena and the working environment in general have borne fruit in advancing women in our industry among others, a barrier specific to automotive manufacturing still remains. Our findings show that you can't get girls to take an interest in technology when they're already in their teens. Traditional gender roles need to be cast aside from an early age both at home and at school for a love of technology to be instilled. There are, however, areas at Audi where women make a strong showing. In

the HR department-, for instance, we account for more than one in two staff members.

**You were the first woman to join the top management at Audi. Only one other woman has since risen to that level ...**

I'm confident that this state of affairs will change in the near future. It just takes time – and I'm a case in point—to reach the top of the corporate ladder. There is still a lot to do and we accept the challenge.

**Clearly, a lot that goes on within your sphere of activity has a political dimension. Is HR ultimately about politics?**

HR is a key driver behind a company's internal policies. In Neckarsulm, 15,000 individuals—as many as in a small town—come together and the human aspect plays out on an equivalent scale. The word “politics” has its roots in the ancient Greek polis, which refers to matters relating to the citizenry, including a community's social standards and conventions as well as the distribution of power. In human resources, our job is to balance the scales—seeing that rules and regulations are adhered to but also looking after employees' personal interests—within this complex social structure. And as is always the case when different people have to pull together, it's best if everyone is willing to compromise, think long-term and be prepared to expand their horizons.

Thank you for talking with us, Ms. Ulrich. //

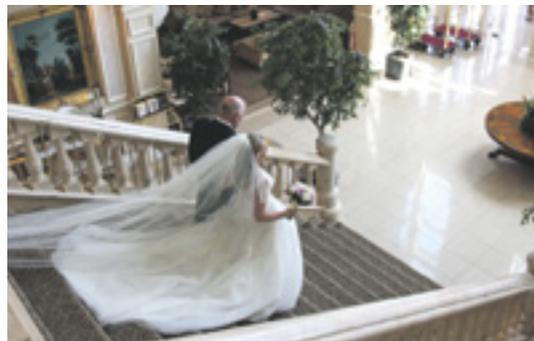


**Stefanie Ulrich**

After graduating with a degree in German studies and political science, the native of Stuttgart launched her career at the Volkswagen AG human resources department in Wolfsburg in 1990. There, she played an active part in the advancement of women in the workplace, training, personnel management and HR services. Ulrich also had a hand in founding Wolfsburg AG, a public private partnership between the town and VW geared to advancing the region's economic and employment structure. In 2000, she was appointed head of HR at the VW Salzgitter plant before moving on to the position of HR director at the Audi plant in Brussels in 2007. In cooperation with the major Belgian trade unions, she developed new working-time models for putting the Audi A1 into production. On January 1, 2011 Stefanie Ulrich stepped up as HR director at the Neckarsulm site with its workforce of just under 15,000. In the middle of the same year, she became the first woman to join the top management at Audi.



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