



## **Audi Middle East Communications**

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## **#AudiTogether: Audi provides five million euros in corona crisis**

- **Many projects initiated at national and international level**
- **International campaign #AudiTogether and live concert on April 14, streamed on the internet**
- **CEO Markus Duesmann: “Things will continue for the Audi employees also after the crisis”**

**Ingolstadt, April 05, 2020 – When it counts, the world moves closer together. In the corona crisis, Audi is supporting medical and social institutions in its home regions and providing humanitarian aid at the national and international level. The company is providing five million euros in emergency aid for this purpose. The Board of Management of AUDI AG and the Works Councils at the Ingolstadt and Neckarsulm sites have now launched this package.**

In view of the spread of the coronavirus and in order to minimize the risk of infection for employees, contractors and guests, the Audi Group is not holding an annual press conference this year. “We are in an exceptional situation for which there are no tried-and-tested solutions or simple recipes. We are focusing on protecting our employees, contractors and guests and making the right business decisions in this volatile environment,” says Audi CEO Bram Schot. The company is shutting down its plants in Ingolstadt, Neckarsulm, Belgium, Mexico and Hungary in a controlled manner by the end of this week.

Markus Duesmann, the new Chairman of the Board of Management of AUDI AG since April 1, said: “The corona pandemic presents extreme challenges for all of us worldwide – for us as a company and for society as a whole. I would like to thank all the Audi employees who are looking ahead, doing their bit and helping where they are needed in this extraordinary time. I would also like to thank all those people who are maintaining business operations at our worldwide sites. I am convinced that things will continue for the Audi employees also after the crisis is over. At the moment, one thing counts above all: the health of our employees, their families and society as a whole. And to protect it, we need to flatten the infection curve.”

Peter Mosch, Chairman of the General Works Council of AUDI AG, added: “The willingness of our team to help in the corona crisis is enormous. Everyone wants to do their bit to help



shape a secure future after the crisis. By playing an active role in the matter of donations, we are meeting our great responsibility towards the regions of our sites.” Audi employees who want to get involved and provide active support can submit their offers and inquiries via an internal Audi e-mail address. Dr. Ute Röding, responsible for corporate citizenship at Audi: “All our colleagues from Neckarsulm and Ingolstadt can send us their suggestions, which we will promptly examine and assess. We have already been able to help the first inquirers.”

### **Numerous monetary and material donations at German and international sites**

The first major cash donations are already underway. On Monday, March 30, AUDI AG handed over a total of 600,000 euros to the hospitals at its home sites in Ingolstadt and Neckarsulm – this money is on top of the five million euros. In Ingolstadt, Audi is now also supporting the challenge “sprint4local – one week for Ingolstadt.” Initiated by the Digital Startup Center of the Ingolstadt region and IFG Ingolstadt, participants will have the opportunity here from April 1 to 7 to develop ideas virtually on how the Ingolstadt region can overcome the challenges of the crisis and thus emerge stronger from this period. The international sites of the Audi Group are also providing local support in their regions: Among other things, they are providing medical equipment – Audi Brussels or Audi China, for example. Audi Hungaria will make a cash donation to the Győr Hospital. Further measures are currently being planned in detail at all sites.

### **International #AudiTogether campaign and solidarity concert streamed on the internet**

Violinist Lisa Batiashvili, artistic director of the Audi Summer Concerts, will give an exclusive concert on Tuesday, April 14, at 8 p.m. together with the famous musicians Maximilian Hornung, François Leleux, Sarah Christian und Jano Lisboa at Audi in Ingolstadt. This concert will be delivered at Facebook @Audi.AG and on the YouTube channel @Audi and it will be streamed on [www.audimedia.tv](http://www.audimedia.tv) so that all interested parties can experience it live on the internet. “Music connects people,” explains Batiashvili. “It is a matter of the heart for my colleagues and me to show our solidarity in these times and to stand together.”

Under the #AudiTogether hashtag, the brand with the Four Rings is currently showing its attitude worldwide as a company in times of the corona crisis. The motto “We are in this together” stands for the solidarity of the brand, the employees and Audi fans across all markets and social media channels. The initiative is flanked by participative activities. They start with the so-called #FourRingsChallenge, in which all interested parties can creatively present the Audi rings. In the next few days, further social media activities will be launched on the global Audi channels, including several quartets on Instagram all around car features of the Audi A3 and Audi e-tron Sportback, as well as a special filter on the question



“Which Audi are you?” More details will gradually become available at [audi.com/AudiTogether](https://www.audi.com/AudiTogether) and Instagram @audiofficial.

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.845 million automobiles of the Audi brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

AUDI AG’s commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005. The current Middle East model range comprises the Audi A3 and S3, A4 and S4, the A5/S5 Coupe and Sportback, RS5 Sportback, the A6, S6, A7, S7, A8, A8 L and S8, the Audi Q3, Q3 Sportback, Q5 & SQ5, Q7 and Q8