



## **Save the date: the online world premiere of the Audi grandsphere concept**

- **Revolutionary interior for first-class travel with maximum comfort**
- **The vehicle becomes a space for experiences**
- **Digital presentation at the Celebration of Progress on September 2, 2021**

**Ingolstadt, September 1, 2021 – Following the Audi skysphere concept, Audi presents the next representative of a new family of three concept vehicles: the Audi grandsphere concept. In this way Audi illustrates its vision of progressive luxury for tomorrow's mobility and provides a further look at Audi design for the future. The concept car displays a completely new interior design for traveling in maximum comfort and opens up a new world of on-board experiences for its occupants by means of integration into a holistic digital ecosystem. The world premiere of the electric-powered luxury limousine will take place on September 2, 2021 as part of a digital event.**

Audi will make a virtual presentation of the grandsphere concept at the Celebration of Progress on September 2 from 7 pm (CEST). In the online broadcast, transmitted in part from the Audi Design Center in Ingolstadt, Hildegard Wortmann, board member for Sales and Marketing at AUDI AG, and Henrik Wenders, head of Audi Brand, will explain further steps in the transformation of the four rings, and how Audi aims to shape the future of premium mobility. Together with Marc Lichte, head of Audi Design, they will show the innovative interior of the Audi grandsphere concept and explain details of the digital ecosystem that turns the vehicle into a space for experiences for the people on board. Christiane Zorn, head of Product Marketing at AUDI AG, will provide an outlook on how the technologies of the show cars will be implemented into series production in the future. Steven Gätjen will be the moderator of the digital event. Following this digital world premiere, Audi will present the grandsphere concept from September 7, onwards at the IAA in Munich.

### **Note for journalists:**

The world premiere will be broadcast for media representatives on [Audi MediaTV](#). There and in the [Audi MediaCenter](#) you will find comprehensive media material following the world premiere.

### **In addition the following channels will broadcast the Celebration of Progress:**

- progress.audi (German, English, Spanish, French)
- the YouTube channels Audi (English), Audi Deutschland (German), Audi France (French), Audi Spain (Spanish) and Audi Italia (Italian)
- the LinkedIn page AUDI AG (English)
- Audi China channels (Chinese)



**Corporate Communications**

Sebastian Fischer  
Spokesperson for Lifestyle and Marketing  
Telephone: +49 841 89-40560  
E-mail: [sebastian1.fischer@audi.de](mailto:sebastian1.fischer@audi.de)  
[www.audi-mediacycenter.com/en](http://www.audi-mediacycenter.com/en)

**Corporate Communications**

Sina Clemendt  
Spokesperson for Marketing and Sales  
Telephone: +49 841 89-46126  
E-mail: [sina.clemendt@audi.de](mailto:sina.clemendt@audi.de)



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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 19 locations in 12 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy), and Ducati Motor Holding S.p.A. (Bologna/Italy).

In 2020, the Audi Group delivered to customers about 1.693 million automobiles of the Audi brand, 7,430 sports cars of the Lamborghini brand and 48,042 motorcycles of the Ducati brand. In the 2020 fiscal year, AUDI AG achieved total revenue of €50.0 billion and an operating profit before special items of €2.7 billion. At present, around 87,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.

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