

# EDITION AUDI

## AUDI – How the brand ignites the next level

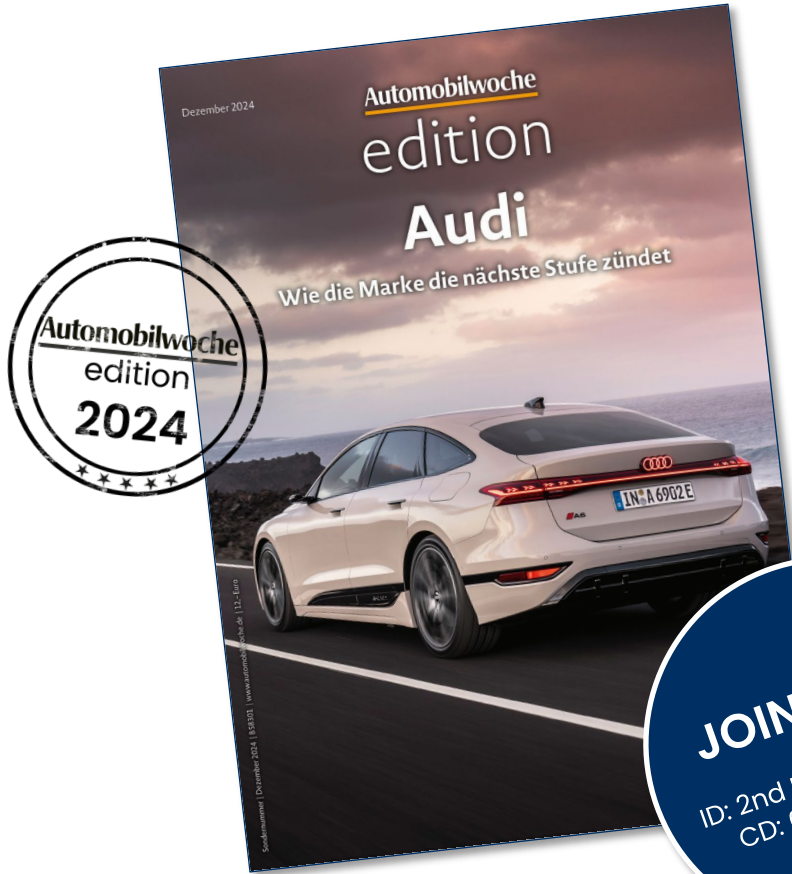
Audi boss Gernot Döllner has now been in office for almost exactly a year and is still in the midst of the clean-up and restructuring work at the important Volkswagen brand. *Automobilwoche Edition Audi* takes a close look at the course taken by the Audi CEO, talks to the key players in the major Audi restructuring and analyzes the steps taken by the company to breathe new life into the legendary brand slogan "**Vorsprung durch Technik**".

If you want to understand Audi, you have to read this magazine.

- ▶ **Drive strategy:** the transition from combustion engines to electromobility
- ▶ **Year of the platforms:** From MEB to PPC to SSP: The Audi architecture
- ▶ **Audi's production network:** where cars with the four rings are made around the world
- ▶ **The new head for a new design:** Portrait of the new head designer Massimo Frascella
- ▶ **Audi history:** Milestones from 115 years of eventful company history
- ▶ **New structures:** how matrix organization and model series logic are changing Audi
- ▶ **Audi and motorsport:** full focus on the Formula 1 start in 2026



**JOIN NOW!**  
ID: 2nd December 2024  
CD: 08th Nov. 2024



The following ad formats are possible:

Size	Format (Width x height x 3 mm bleed)	Prize
Full Page, Cover page 2 or 3	210 mm x 297 mm	€ 11,800
Cover page 4	210 mm x 297 mm	€ 12,800
Half page, landscape/high	landscape: 210 mm x 148 mm / high: 105 mm x 297 mm	€ 6,800

AUTOMOBILWOCHE

# MEDIA TEAM



**Franziska Harfy**  
Head of Sales

Phone:  
+49 (0) 8153 907-430  
E-Mail:  
[franziska.harfy@crain.com](mailto:franziska.harfy@crain.com)



**Alexandra Pethke**  
Key Account Manager

Phone:  
+49 (0) 8153 907-456  
E-Mail:  
[alexandra.pethke@crain.com](mailto:alexandra.pethke@crain.com)



**Matthias Pioro**  
Head of Sales

Phone:  
+49 (0) 8153 907-433  
E-Mail:  
[matthias.pioro@crain.com](mailto:matthias.pioro@crain.com)



**Christoph Weiß**  
Key Account Manager

Phone:  
+49 (0) 8153 907-463  
E-Mail:  
[christoph.weiss@crain.com](mailto:christoph.weiss@crain.com)