

Vehicle technology developer BFFT takes over the new "Audi driving experience center"

Exciting driving experiences in Neuburg an der Donau

Ingolstadt/Neuburg an der Donau (May 22, 2014) – The Ingolstadt-based vehicle technology developer BFFT is taking over running of the new "Audi driving experience center" in Neuburg an der Donau on behalf of AUDI AG. From May, clients and prospects can experience current Audi models and their driving dynamics up close with BFFT support.

This has been made possible by a partnership between AUDI AG and its long-standing development service provider BFFT. Audi Neuburg is located only 18 kilometers from the Audi headquarters in Ingolstadt and 50 minutes from Munich Airport. Here about 25 BFFT employees are taking over the areas of service/technology and customer support in the "Audi driving experience center". Their tasks include vehicle preparation and maintenance as well as organizing exclusive customer events such as corporate functions and conferences.

"The grounds made available by Audi offer ideal conditions for creating unique driving experiences and organizing memorable events. We are looking forward to generating customer interest with premium automobiles from Audi," explains Philipp Schneemeier (BFFT), who is taking on management of the BFFT team in the "Audi driving experience center". In the initial phase in April, basic courses and safety training were held for Audi technology development employees. From May, all ambitious drivers can experience the limits of driving physics in Neuburg.

The 47 hectare site includes an irrigable vehicle dynamics area, a 3.4 km long handling track and an off-road course. The course program includes a variety of driving and safety training – from a compact course to R8 driver training. "We are pleased to be able to offer our customers, and Audi enthusiasts, exceptional driving courses for the first time on our own grounds. In Neuburg, a premium-class area has been created," said Klaus Demel (AUDI AG), Head of Audi driving experience. Visitors can also see an exhibition of current Audi vehicles or experience a car rollover rescue in a simulator. In addition, the customer building is equipped with a conference area, restaurant and presentation areas for all kinds of events.

Audi Neuburg is also the home of Audi Sport – the move into the new "Audi Motorsport Center of Excellence" is scheduled for August. All motorsport activities will then be combined under one roof on the Neuburg Audi grounds, where new racing cars will be developed and manufactured and worldwide racing activities organized.

About BFFT

The *BFFT Gesellschaft für Fahrzeugtechnik mbH* is a vehicle technology developer focussing on electronics (BFFT= Behr Fichtner Fahrzeugtechnik). Established in 1998, the company has enjoyed continual growth and currently employs about 700 staff at its headquarters in Gaimersheim near Ingolstadt (Bavaria) and in other offices in Germany, China, England, Italy, Hungary and the USA. The range of products and services focussing on electronics extends from initial concepts, prototype and series-ready system developments to assuring and safeguarding these systems. Examples for development areas are infotainment, energy and driver assistance systems as well as connectivity. For the past few years, BFFT has also been involved in transferring automotive technologies to the aviation industry. Contractors and partners are international automotive and aviation industry companies and their suppliers.

Further information on BFFT can be found on the website www.bfft.de/en or gladly provided upon request from the following contact details.

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Images

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We sent you all images as attachment to this press release via e-mail. If needed, the picture files can be provided at higher resolution.

Image 1



The off-road course in Neuburg allows completely new driving experiences.

(Source: BFFT)

Image 2



Beside test tracks, the Audi driving experience center is equipped with a modern customer building.

(Source: AUDI AG)

Image 3



Driving makes you hungry: The Audi driving experience center Neuburg has an in-house restaurant.

(Source: AUDI AG)

Image 4



The Audi site in Neuburg covers an area of 47 hectare.

(Source: AUDI AG)