



**Audi Communications**

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## **Audi Concept C: manifestation of a new design philosophy**

- **Audi presents an all-electric two-seat sports car concept**
- **The roadster's new roof concept combines the elegance of a coupé with an open-top experience**
- **Radical simplicity – the core of Audi's new design philosophy**

New Zealand, 24 September, 2025 – Audi introduces the Audi Concept C – an all-electric two-seat sports car that embodies the brand's new design philosophy and paves the way for the future. From every angle, the concept car demonstrates radical simplicity – the core of the new Audi design philosophy. The roof concept offers the benefits of a convertible while retaining the essence of a monolithic body style. High-quality materials demonstrate precision in every detail. A minimalist design ensures the interior is free from distractions and solid haptic controls create an intuitive experience.

Greg Leet, General Manager of Audi New Zealand, says, "Audi is taking a bold step towards a reduced and timeless aesthetic that will continue to differentiate the company in times of increased complexities. This new design philosophy is about what makes a car desirable beyond rational experience - we want to inspire desire and create cultural impact."

### **The vertical frame shapes the front**

The vertical frame forms the center of the new front, from which the entire structural volume of the vehicle develops. Inspired by the Auto Union Type C (1936) and the third-generation Audi A6 (2004), it has a clear, upright form that conveys presence and identity. It is a progressive interpretation of Audi's legacy, showcases the Audi rings, and integrates forward-looking technology.

A strong shoulder line defines the volume of the two-seat sports car. Its proportions result from a central battery layout and the cabin extending far back and sits firmly on the body. An electrically retractable hardtop is used on an Audi roadster for the first time. It is comprised of two roof elements which allow the vehicle to retain a monolithic shape, while also enabling an open-top driving experience. At the rear, clean surfaces and horizontal slats underscore the car's sporty character.

The Audi Concept C introduces a new light signature featuring four horizontally arranged elements in each headlight and rear light. This design element will define Audi's visual identity during both day and night, ensuring an unmistakable presence on the road. The exterior of the Audi Concept C is presented in the color "Titanium." It evokes warm, technical elegance and is inspired by the luster of its namesake metal – a material that embodies precision, lightness, and strength.

### **Sophisticated atmosphere in the interior**

The interior features strong architectural surfaces and clear geometric forms that ensure space for both occupants while subtly placing the driver at the center. The steering wheel forms the core of the refined tactile



experience: its characteristics – the round shape, the sophisticated haptic elements, and the Audi rings made out of real metal in the center. Every material contributes to the pure and sophisticated atmosphere of the interior. The color palette is also inspired by titanium and exhibits tone-on-tone harmony. Natural materials create a refined, warm, and elevated environment. Indirect ambient lighting with natural hues accurately reveals the materials and enhances the interior design.

#### **Shy tech provides intuitive user experience**

Technology enables progress. It is always close by, yet never dominant. Intelligent technologies create a seamless experience that appeals to all senses. The display and operating concept are also aligned with this philosophy. The 10.4-inch foldable center display provides users with relevant information in an intuitive way and in context – tailored to every situation. Together with the haptic controls on the steering wheel and center console, the design achieves clarity and precision in user interaction.

#### **The trailblazer that forges the future of Audi**

Going forward, Audi will focus on what matters most: an unmistakable combination of clarity, technicality, intelligence, and emotion. The Audi Concept C marks the beginning of a new design philosophy and thus a defining moment for the four rings. It previews a future production model and will shape models beyond that.



## The Audi design philosophy

<b>CLEAR:</b>	<b>TECHNICAL:</b>	<b>INTELLIGENT:</b>	<b>EMOTIONAL:</b>
Radical simplicity is at the heart of our approach. We achieve clarity by reducing everything to the essential.	There is no excellence without precision. We push boundaries of technology and design.	We go to extremes to break new ground, probing the edges of possibility.	The outcome of design philosophy must always be an emotion. Understatement that takes the breath away.

– End –

The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 21 locations in 12 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2024, the Audi Group delivered 1.7 million Audi vehicles, 10,643 Bentley vehicles, 10,687 Lamborghini vehicles, and 54,495 Ducati motorcycles to customers. In the 2024 fiscal year, Audi Group achieved a total revenue of €64.5 billion and an operating profit of €3.9 billion. As of December 31, more than 88,000 people worked for the Audi Group, more than 53,000 of them at AUDI AG in Germany. With its



attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.