

The new four Wheel

Unusual premiere at 63 International Automobile exhibition in Frankfurt prepared the company Audi. Next prime minister will present a technical firm in its stand the new version of the four rings.

- Advantage through technology is for us a clear promise addressed to our clients and commitment for all Audi employees to create more innovative design, efficient drives and more emotional range of products - said Peter Schwarzenbauer, Board Member for Marketing and Sales at AUDI AG. Technical innovations, such as all-wheel drive quattro, lightweight aluminum construction and technology diesel Audi implement a "comparative advantage in technology." The new logo for the first time the brand will be connected to the password in different variants of the trademark. Part of the modified style is a new font Audi "Audi Type". This has applied since the beginning of a typeface is the result of international competition typography. From September a new logo will be introduced to all means of communication: the classical advertising, publications and press materials Audi, sponsorship and on the website has already changed the logo on the occasion of the ceremony one hundredth birthday of the Audi brand. On an international scale new logo will be used for the first time at the premiere at the IAA fair. It is crowned fair stand of AUDI AG with an area of 6000 square meters, decorated in white, red and black, along the lines of the typical architecture of the new Audi dealerships - terminals.