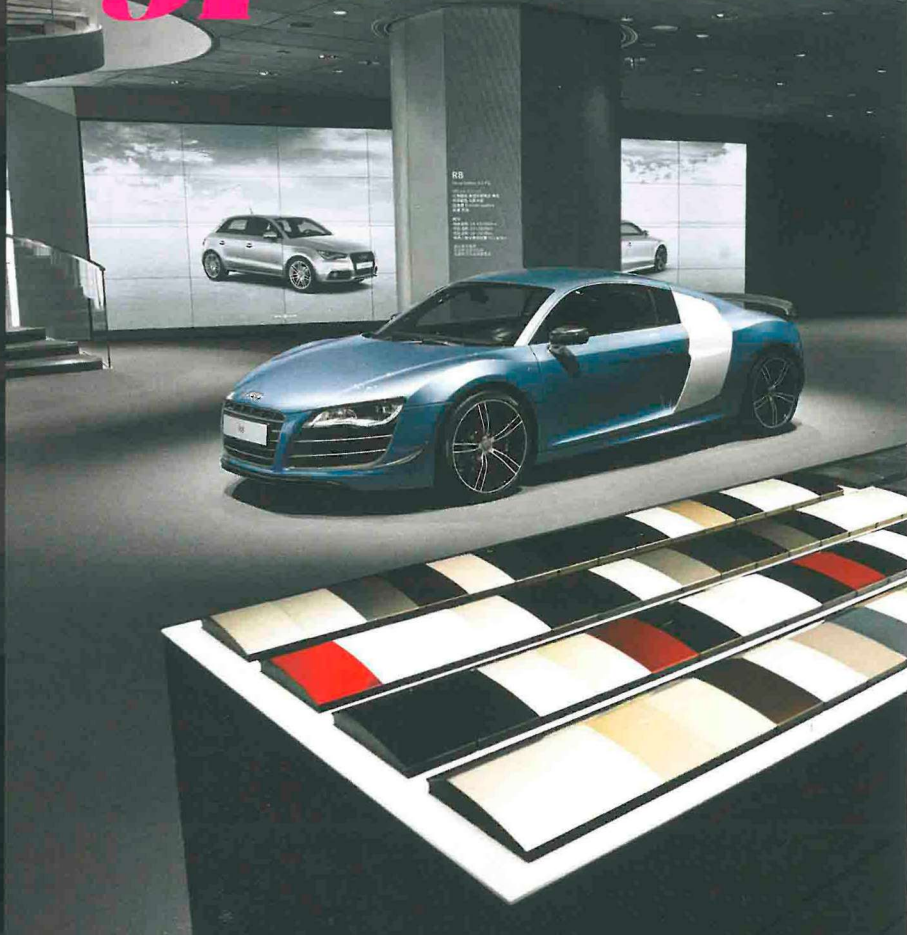


Hyper Drive



Audi City first opened its doors in London in 2012, packing a maximum car-buying experience into a minimal space. Sven Schuwirth, senior director of brand and sales development at Audi, says Audi City allows customers to experience the whole model range in an innovative and playful way. Multi-touch tables function much like tablet computers, allowing customers to easily navigate options. The floor-to-ceiling projection wall, called the “powerwall,” can display full-size configurations. What’s more, customers’ movements are captured on camera, so they can control the wall image or navigate the menu using gestures or steps. Through the Powerwall, customers can turn a car 360 degrees, drive it through virtual landscapes and listen to the engine.

One would think that big-ticket purchases like cars generally require test drives, and Schurwirth says this is understandable and possible through a nearby partner dealership. “In parallel, we also notice that many customers are so convinced by the realistic presentation of cars at Audi City that they order their car right on the spot,” he adds.

Due to the success of Audi City in London and Beijing so far, there are plans for more stores in major metropolises in the future. Schurwirth says that in London, sales have increased 60 percent over what they were when an Audi Forum was in the same location. And in Beijing, he says there are more than 8,000 visitors per week. “Essentially, what makes Audi City something special for visitors is that it succeeds in connecting the real world with the virtual one,” he says. Photos courtesy of AUDI AG

