

TREATMENT

PROJECT	AUDI AG_DE_BMG50CL140_PM_20201104
COMPANY	Audi
SHOOT DATE(S)	TBC
LOCATION	Ingolstadt, Brussels, (TBC)

PRODUCTION TEAM

POSITION	NAME
PROJECT MANAGER	Alisha Manandhar
PRODUCER/DIRECTOR	Miguel Pinto
WRITER	Elizabeth Greatrex

CLIENT DETAILS

POSITION	NAME	EMAIL
Spokeswoman Procurement and Sustainability Procurement		
TV Communications		

PROJECT OVERVIEW

FOCUSED THEME	SUPPORTING THEME 1	SUPPORTING THEME 2
Ensuring the target of a maximum temperature increase of 2 degrees.	Digitalisation, Electrification and Sustainability.	Audi's Social Responsibility.

NARRATIVE SYNOPSIS

Context:

In the 21st century, cars are arguably the most essential commodity to the lives of humankind. Being easily mobile is considered a basic human need, therefore the need for more vehicles to be produced will only escalate with time. However, with climate change continuing to accelerate with considerable force, and The United Nations recently warning that a global temperature rise of 1.5C would be a tipping point at which it may no longer be possible to reverse climate change, action to save our world cannot be postponed. This means that the leaders of the mobility industry must make sustainability an essential part of their mission, be innovative in the development of all their products, ensure that their business models are viable for the future, and act responsibly in carrying out all of their operations. The automotive industry is ultimately in the midst of a transformation - with digitalisation, electrification and sustainability being key challenges that the key players of the industry must face in order to swiftly make a change.

Company

Audi will be introduced in the film as a leader of the automotive industry with an uncompromising commitment to building a sustainable future. Interviewees will open by discussing how in 2021, Audi celebrate the anniversary of their brand claim "Vorsprung durch Technik", that has been in use since 1971. Interviewees will use this topic of conversation to branch of into talking about how Audi envisions its progress for the next 50 years, with regards to sustainability. They will then discuss how their objectives have changed and developed in recent times - how they have evolved over the years. This should allow interviewees to make the point that with the global challenges faced in modern times, the industry has moved towards prioritising resource efficiency, with electric models now being viewed as the future of mobility overall. Interviewees will therefore stress the importance of Audi's role as a major player in the automotive industry, that is actively shifting their mindset in this way,

and will state their consequential responsibility and vision to provide their customers with ‘the most beautiful form of sustainable mobility’. Interviewees will then make the mission and ethos of Audi to act sustainably in all areas of their company clear.

Having established Audi’s ethos and purpose in this way, the film will now explore these in action using examples of practical case studies.

Electromobility and Electrified Models – the Audi e-Tron

Here, we would like to explore Audi’s position at the forefront of change in terms of e-mobility, and illustrate that they offer the best electric portfolio measured in terms of vehicle properties, design, customer experience and innovations amongst the premium competition. Ideally, their role in this sense will be explored through the example of one of Audi’s new models. Perhaps the Audi e-Tron, the brand’s first fully electric model with four rings. We would like to have an interviewee who has pioneered the technology explaining the science behind how it is made, delving into its climate-neutral production, and therefore its benefits for the environment. This will allow the interviewees to therefore use the example of this car to present how Audi are stepping into the future with their products. The model will then be showcased in action through being driven, with interviewees using this opportunity to mention some key points. For example, the fact that Audi are looking to expand their electrified portfolio to 30 models by 2025, that they want to achieve more than a third of their global sales with fully electric and hybridized automobiles by 2025, and that they are investing 12 billion in electromobility in order to reach results such as reducing the CO2 footprint of their vehicles over their entire life cycle.

CO2 Neutral Production Sites and Decarbonisation of Supply Chain

Moving on from exploring the cars themselves, we would like to explore the production sites at which they are made. Perhaps Audi Brussels, as this centre has a CO2-neutral factory certified by independent experts since 2018. We would like to feature interviewees that can talk about the CO2-program that was started together with their suppliers to identify CO2 reduction potential in the supply chain, and delve further into this topic of decarbonisation of the supply chain, (e.g. the obligation of battery suppliers to use green electricity in cell production). Interviewees could also include how Audi are introducing new recycling methods for automotive plastics here, and how establishing smart circular systems in their supply chain could be a major contribution to an efficient use of resources. At some point here it would be good to emphasise Audi’s positive work in this area by having interviewees talk about the fact that Audi is the first OEM with sustainability certificate from the Aluminium Stewardship Initiative, and also mentioning Audi’s ambition to be completely CO2-neutral across the entire company by 2050. Interviewees will also make time to discuss what makes a car plant carbon neutral.

Wider Leadership and Social Responsibility

From exploring how Audi are integrating sustainability into their products, production sites and supply chain, we would like to move into understanding Audi’s internal operations, how they are displaying their social responsibility and wider leadership. Interviewees will make it clear that to Audi, sustainability means responsibility for Audi’s employees and the cities in which they operate. Interviewees will briefly discuss the introduction of Audi’s Environmental Foundation, mentioning that Audi is the only OEM with a foundation dedicated to environmental protection. We would then like to follow the training process for Audi Employees, and how Audi is being socially responsible in this sense. Interviewees will then delve into how Audi are encouraging responsible action amongst their peers through demonstrating that whenever Audi feel that they can achieve by joining with others, they join initiatives. They should then mention their involvement governmental initiatives to create Europe wide industry standards, such as their partnership with IONITY: high power charging network, the Global Battery Alliance: “battery pass” for HV-batteries.

(Note – the length of this third section won’t be as long as the other case studies)

Conclusion and The Future:

The film will conclude with interviewees featured making the point that Audi expect the industry to focus on digitalisation, electrification and sustainability as time progresses, and use this insight to highlight that ultimately, electromobility is the key to a low-carbon future. Interviewees should ascertain that Audi are ahead of the game in this regard - with their forward-thinking strategy and products, yet it is important for them that the industry works together to make a change. Furthermore, interviewees should mention that the percentage of electrified models in their portfolio will increase, and that percentage of cars with combustion engines will decrease. Interviewees should ascertain here that Audi are keen to ensure a change not only through their products, but also through their entire value chain. Finally, there should be an overall message of Audi’s understanding of their responsibility and position within the automotive market, and that they will do their part to ensure that the target of a maximum temperature increase of 2 degrees can be achieved.

STYLE

The film will consist of:

- Contributor interviews
- B-roll footage
- Client library/archive footage (Where available and relevant)
- Music

Available with additional charges:

- Infographics & stats
- Drone footage

COMPANY/ORGANISATION INFORMATION

Audi AG is a German automobile manufacturer that designs, engineers, produces, markets and distributes luxury vehicles.

INTERVIEWEE/TESTIMONIAL INFORMATION

INTERVIEWEE 1		INTERVIEWEE 2	
NAME	TBC	NAME	TBC
SPOKEN LANGUAGE	English (TBC)	SPOKEN LANGUAGE	English (TBC)
POSITION	Sustainability Strategist Josef Schön	POSITION	Audi Technician Christian Heer (pending)
BRIEF BIOGRAPHY		BRIEF BIOGRAPHY	
INTERVIEWEE 3		INTERVIEWEE 4	
NAME	TBC	NAME	TBC
SPOKEN LANGUAGE	English (TBC)	SPOKEN LANGUAGE	English (TBC)
POSITION	Environmental Protection Figure Rüdiger Recknagel	POSITION	Procurement Strategy Special- ist Johanna Klewitz
BRIEF BIOGRAPHY		BRIEF BIOGRAPHY	
INTERVIEWEE 5			
NAME	Markus Flucke		
SPOKEN LANGUAGE	English (TBC)		
POSITION	Head of battery assem- bly		
BRIEF BIOGRAPHY			



INTERVIEW 1

NAME	TBC (Sustainability Strategist) – Josef Schön
LOCATION	TBC
AUDIO/QUESTIONS	
<ul style="list-style-type: none"> • Can you briefly state your name and role at Audi? 	
<ol style="list-style-type: none"> 1. Can you please discuss why cars are such an essential commodity to the lives of humankind in the 21st century? 2. With climate change continuing to accelerate, why must the leaders of the mobility industry make sustainability an essential part of their mission? 3. What steps must they take to do this? 4. With regards to sustainability issues, why is it crucial for the leaders of the mobility industry to be innovative in the development of all their products? 5. Why are digitalisation, electrification and sustainability some of the biggest challenges that the leaders of the mobility industry must face in order to make a change? 6. How have Audi's objectives changed and developed over the years? 7. Can you please discuss Audi's current status as a leader of the automotive industry with a strong commitment to building a sustainable future? 8. Can you please discuss Audi's recent celebration of anniversary of their brand claim "Vorsprung durch Technik", that has been in use since 1971? 9. In relation to Vorsprung durch Technik, can you please discuss how Audi envisions its progress for the next 50 years with regards to sustainability? 10. What is Audi's current mission and vision? 11. Can you please explain what the Aluminium Stewardship Initiative is? 12. Can you please discuss how Audi is the first OEM with a sustainability certificate from the Aluminium Stewardship Initiative – and the significance of this? 13. Can you please discuss how Audi are displaying their social responsibility and wider leadership across the sector? 14. Can you please discuss Audi's partnership with the Global Battery Alliance and the results of this? 15. Can you please briefly discuss the training process for Audi employees – and how Audi are displaying social responsibility in this sense? 16. Why is it so important to Audi to contribute to change with their strategy and products? 17. Can you please discuss Audi's ambition to be completely CO2-neutral across the entire company by 2050? 18. How do you believe that the industry will evolve in the coming years with regards to digitalization, electrification and sustainability? 	
INTERVIEW 2	
NAME	TBC (Audi Technician)
LOCATION	TBC
AUDIO/QUESTIONS	
<ul style="list-style-type: none"> • Can you briefly state your name and role at Audi? 	
<ol style="list-style-type: none"> 1. Why do you believe that Audi offers the best electric portfolio measured in terms of vehicle properties, design, customer experience and innovations amongst the premium competition? 2. Can you please discuss inspiration behind developing the Audi e-tron? 3. Can you please discuss how the technology behind how the Audi e-tron has been pioneered? 4. How are Audi demonstrating their commitment to climate neutrality through the development of this model? 5. How does the Audi e-tron demonstrate that Audi are stepping into the future with their products? 6. Can you please discuss some of the goals Audi are looking to reach by 2025; e.g., that they want to expand their e-portfolio to 30 models by this time? 7. Why is reducing the CO2 footprint of their vehicles over their entire life cycle so important to Audi? 8. Why do you believe that electro-mobility is the key to a low-carbon future? 	
INTERVIEW 3	
NAME	TBC (Environmental Protection Figure)

LOCATION	TBC
AUDIO/QUESTIONS	
<ul style="list-style-type: none"> • Can you briefly state your name and role at Audi? 	
<ol style="list-style-type: none"> 1. Can you please discuss the significance of Audi's CO2-neutral production sites? 2. Can you please briefly describe what methods are necessary to make a car plant carbon neutral? 3. What chances lie in carbon neutral plants? 4. Can you please discuss how Audi Brussels' CO2-neutral factory is contributing to the company's mission? 5. Why do you believe it is important that the industry works together to make a change for the future of the planet? 6. What changes do Audi envision happening within their company in the coming years? 7. Can your briefly introduce why AUDI AG founded the Audi Environmental Foundation and its role within the company's engagement for the environment? 	
INTERVIEW 4	
NAME	TBC (Procurement Strategy Specialist)
LOCATION	TBC
AUDIO/QUESTIONS	
<ul style="list-style-type: none"> • Can you briefly state your name and role at Audi? 	
<ol style="list-style-type: none"> 1. Can you please discuss the ways in which Audi have identified CO2 reduction potential in their supply chain? 2. Can you please discuss how and why Audi and their suppliers developed their CO2-neutral program? 3. What have been the benefits of this program? 4. Why is it one of Audi's priorities to ensure their supply chain is sustainable? 5. With regards to the supply chain, can you please discuss the obligation of battery suppliers to use green electricity in cell production? 6. Can you please discuss how Audi are introducing new recycling methods for automotive plastics? 7. How could establishing smart circular systems in their supply chain be a major contribution to an efficient use of resources for Audi? 	
INTERVIEW 5	
NAME	Markus Flucke
LOCATION	Audi Brussels
AUDIO/QUESTIONS	
<ul style="list-style-type: none"> • Can you briefly state your name and role at Audi? 	
<ol style="list-style-type: none"> 1. Can you please discuss employee training at Audi? 2. What types of qualifications can Audi employees gain? 3. Can you please discuss the first CO2-neutral plant for Audi? 4. Can you please discuss the VW-group, and explain the meaning of it? 	

Narrative Structure

Please note: Any photographs or images included in this narrative structure are for reference only and to provide a sense of how the director visualizes this film. Any locations, products or branding shown are not indicative of the exact visuals that will be in this film.

STING	
Scene 1: Introduction Length: 60 seconds	
	
<p style="text-align: center;"><u>Storyline (Content)</u></p> <p>In the 21st century, cars are arguably the most essential commodity to the lives of humankind. Being easily mobile is considered a basic human need, therefore the need for more vehicles to be produced will only escalate with time. However, with climate change continuing to accelerate with considerable force, and The United Nations recently warning that a global temperature rise of 1.5C would be a tipping point at which it may no longer be possible to reverse climate change, action to save our world cannot be postponed. This means that the leaders of the mobility industry must make sustainability an essential part of their mission, be innovative in the development of all their products, ensure that their business models are viable for the future, and act responsibly in carrying out all of their operations. The automotive industry is ultimately in the midst of a transformation - with digitalisation, electrification and sustainability being key challenges that the key players of the industry must face in order to swiftly make a change.</p>	<p style="text-align: center;"><u>Director Notes (Visual Reference & Shot Description)</u></p> <p>Setting the film’s tone, the opening sequence should start with soundbites of the interviewees discussing the future of the mobility industry. The need for change and transformation within this sector will be clearly outlined here, and the message that sustainable production has to become a priority will be apparent.</p> <p>The interviewees shouldn’t be seen at this stage, and Audi shouldn’t be mentioned, as this introduction serves mostly as a hook to the audience, setting up the film’s tone and the topics that will be explored (especially sustainability).</p> <p>The music should be a rising atmospheric track (getting more intense throughout the scene), and the editing pace should have a faster pace, intercutting from several shots of the automotive industry.</p>

Visuals:

- Shots of the mobility industry (available from our Media Stock Library and available from the Audi media centre.)
- Shots representative of climate change (available from our Media Stock Library).
- B-Roll of the mobility sector (shot).

Short and clear answers from the interviewees on key questions for this topic, such as:

- Can you please discuss why cars are such an essential commodity to the lives of humankind in the 21st century??
- With climate change continuing to accelerate, why must the leaders of the mobility industry make sustainability an essential part of their mission?
- With regards to sustainability issues, why is it crucial for the leaders of the mobility industry to be innovative in the development of all their products?
- What steps must they take to do this?

Scene 2: About AUDI
Length: 60-90 seconds



Storyline

Audi will be introduced in the film as a leader of the automotive industry with an uncompromising commitment to building a sustainable future. Interviewees will open by discussing how in 2021, Audi celebrate the anniversary of their brand claim “Vorsprung durch Technik”, that has been in use since 1971. Interviewees will use this topic of conversation to branch off into talking about how Audi envisions its progress for the next 50 years, with regards to sustainability. They will then discuss how their objectives have changed and developed in recent times - how they have evolved over the years. This should allow interviewees to make the point that with the global challenges faced in modern times, the industry has moved towards prioritising resource efficiency, with electric models now being viewed as the future of mobility overall. Interviewees will therefore stress the importance of Audi’s role as a major player in the automotive industry, that is actively shifting their mindset in this way, and will state their consequential responsibility and vision to provide their customers with ‘the most beautiful form of sustainable mobility’. Interviewees will then make the mission and ethos of Audi to act sustainably in all areas of their company clear.

Having established Audi’s ethos and purpose in this way, the film will now explore these in action using examples of practical case studies.

Director Notes

Introducing Audi as the protagonist of this film, this chapter should open with a brief overview on Audi’s ethos (“Vorsprung durch Technik”. Archive photos/videos of the Audi’s history could potentially be used here, whilst the interviewees talk about how Audi has progressed, and the progression that will take place in the future.

Having established how Audi is a major player in the automotive industry, the need for changing the mindset in the sector with regards to contributing positively to climate change will now be addressed.

B-Roll shots of the headquarters will take place (with a location tag), as well as interview shots and slow-motion B-Roll of the interviewees. Other B-Rolls of Audi’s operations should be shown where relevant.

It should be clear to the audience what Audi’s goal is; to transform the mobility sector in all its processes to make them sustainable.

This will naturally transition into the next scene, in which we shall see practical examples of how Audi is doing this.

Visuals:

- B-Roll of Audi's headquarters and other locations (building, facilities, employees).
- Shots of the mobility industry (available from the Audi's media centre).
- Interview shots.
- B-Roll of the Interviewees.
- Archive images/videos from Audi.

Short and clear answers from the interviewees on key questions for this topic, such as:

- How have Audi's objectives changed and developed over the years?
- Can you please discuss Audi's current status as a leader of the automotive industry with a strong commitment to building a sustainable future?
- Can you please discuss Audi's recent celebration of the anniversary of their brand claim "Vorsprung durch Technik", that has been in use since 1971?
- In relation to Vorsprung durch Technik, can you please discuss how Audi envisions its progress for the next 50 years with regards to sustainability?

Scene 3: Into AUDI's processes

Length: 180-250 Seconds



Storyline (Content)

Electromobility and Electrified Models – the Audi e-Tron

Here, we would like to explore Audi's position at the forefront of change in terms of e-mobility, and illustrate that they offer the best electric portfolio measured in terms of vehicle properties, design, customer experience and innovations amongst the premium competition. Ideally, their role in this sense will be explored through the example of one of Audi's new models.

Perhaps the Audi e-Tron, the brand's first fully electric model with four rings. We would like to have an interviewee who has pioneered the technology explaining the science behind how it is made, delving into its climate-neutral production, and therefore its benefits for the environment. This will allow the interviewees to therefore use the example of this car to present how Audi are stepping into the future with their products. The model will then be showcased in action through being driven, with interviewees using this opportunity to mention some key points. For example, the fact that Audi are looking to expand their electrified portfolio to 30 models by 2025, that they want to achieve more than a third of their global sales with fully electric and hybridized automobiles by 2025, and that they are investing 12 billion in electromobility in order to reach results such as reducing the CO2 footprint of their vehicles over their entire life cycle.

Director Notes (Visual Reference & Shot Description)

A more energetic and dynamic electronic music track should come in on the scene that will showcase Audi's practical activities to transform its sector. Moving into Audi Brussels, along with a location name tag and this headquarters' shots, introducing a new scene.

Shots of the Audi e-Tron (product shots) should appear while the interview's sound bites present the model. Its pioneer technology is outlined, and we see the car being driven (from the interior and exterior) while the interviewee's voiceover continues to outline the model's specs.

The focus on the Audi e-Tron shall conclude with the interviewees mentioning relevant (short and concise) stats that show clearly how Audi is driving this change and expanding their electrified portfolio (for example: investing 12 billion in electromobility).

The focus on electromobility to positively impact climate change will naturally lead to Audi's CO2 Neutral Production Sites and its decarbonisation of the supply chain.

The CO2-neutral factory in Brussels is explored (several shots of its employees, headquarters and processes take place while the interviewees explain Audi's actions and activities in this factory).

CO2 Neutral Production Sites and Decarbonisation of Supply Chain

Moving on from exploring the cars themselves, we would like to explore the production sites at which they are made. Perhaps Audi Brussels, as this centre has a CO2-neutral factory certified by independent experts since 2018. We would like to feature interviewees that can talk about the CO2-program that was started together with their suppliers to identify CO2 reduction potential in the supply chain, and delve further into this topic of decarbonisation of the supply chain, (e.g., the obligation of battery suppliers to use green electricity in cell production). Interviewees could also include how Audi are introducing new recycling methods for automotive plastics here, and how establishing smart circular systems in their supply chain could be a major contribution to an efficient use of resources. At some point here it would be good to emphasise Audi's positive work in this area by having interviewees talk about the fact that Audi is the first OEM with sustainability certificate from the Aluminium Stewardship Initiative, and also mentioning Audi's ambition to be completely CO2-neutral across the entire company by 2050.

The positive impact of the CO2 neutral production site should be clear, and emphasized with some recognition/awards that Audi has won (such as the certificate from the Aluminium Stewardship Initiative). The most important sustainable measures taken by Audi shall be outlined in this scene, as this scene aims to provide several practical examples of Audi's positive impact and on how Audi can make a difference.

Finally, Audi's goal of being completely CO2-neutral by 2050 should be the final statement in this scene, to keep the audience aware of the purpose of this film/initiative/common goal.

Visuals

- Interview Shots.
- B-Roll of the Interviewees.
- B-Roll of the Audi e-tron (product shots, manufacturing, being driven).
- B-Roll of the facilities: processes, equipment, technology, employees.
- Shots of Automotive sector (when applicable and available from Audi's media centre).

Short and clear answers from the interviewees on key questions for this topic, such as:

- Can you please discuss the inspiration behind developing the Audi e-Tron?
- How are Audi demonstrating their commitment to climate neutrality through the development of this model?
- Can you please discuss some of the goals Audi are looking to reach by 2025; e.g., that they want to expand their e-portfolio to 30 models by this time?
- Can you please discuss how Audi is introducing new recycling methods for automotive plastics?
- Can you please discuss Audi's ambition to be completely CO2-neutral across the entire company by 2050?

Scene 4: Company Culture

Length: 60 seconds



Storyline

From exploring how Audi are integrating sustainability into their products, production sites and supply chain, we would like to move into understanding Audi's internal operations, how they are displaying their social responsibility and wider leadership.

Interviewees will make it clear that to Audi, sustainability means responsibility for Audi's employees and the cities in which they operate. Interviewees will briefly discuss the introduction of Audi's Environmental Foundation, mentioning that Audi is the only OEM with a foundation dedicated to environmental protection. We would then like to follow the training process for Audi Employees, and how Audi is being socially responsible in this sense. Interviewees will then delve into how Audi are encouraging responsible action amongst their peers through demonstrating that whenever Audi feel that they can achieve by joining with others, they join initiatives. They should then mention their involvement governmental initiatives to create Europe wide industry standards, such as their partnership with IONITY: high power charging network, the Global Battery Alliance: "battery pass" for HV-batteries.

Director Notes

Moving away from Audi's case studies, this scene shall focus on other actions Audi is involved in with regards to their company culture. The Audi's Environmental Foundation will be discussed, as well as the training process for Audi Employees.

Other partnerships/initiatives are outlined, as this scene shall show that Audi's values are incorporated throughout all of its operations, being a clear thought leader in its industry.

The visuals should consist of interview shots, B-Roll of the interviewees, and other B-Roll or visuals of Audi's employees (either filmed or available from the footage provided by Audi).

The music should be inspirational and continue towards the conclusion of the film.

Visuals

- Interview Shots.
- B-Roll of the Interviewees.
- B-Roll of employees (to be filmed or available from the footage provided by Audi).

Short and clear answers from the interviewees on key questions for this topic, such as:

- Can you please explain what the Aluminium Stewardship Initiative is?
- Can you please discuss how Audi are displaying their social responsibility and wider leadership across the sector?
- Can you please discuss Audi's partnership with the Global Battery Alliance and the results of this?
- Can you please briefly discuss the training process for Audi employees – and how Audi are displaying social responsibility in this sense?

Scene 5: Conclusion

Length: 60 seconds



Storyline

The film will conclude with interviewees featured making the point that Audi expect the industry to focus on digitalisation, electrification and sustainability as time progresses, and use this insight to highlight that ultimately, electromobility is the key to a low-carbon future. Interviewees should ascertain that Audi are ahead of the game in this regard - with their forward-thinking strategy and products, yet it is important for them that the industry works together to make a change. Furthermore, interviewees should mention that the percentage of electrified models in their portfolio will increase, and that percentage of cars with combustion engines will decrease. Interviewees should ascertain here that Audi are keen to ensure a change not only through their products, but also through their entire value chain. Finally, there should be an overall message of Audi's understanding of their responsibility and position within the automotive market, and that they will do their part to ensure that the target of a maximum temperature increase of 2 degrees can be achieved.

Director Notes

Reaching the film's conclusion, the soundtrack should be inspirational and uplifting (without being too distracting), and the interviewee's soundbites should be optimistic and discuss what the future holds for Audi, and how Audi will continue to be a leading effort in positive change for a greener planet. This should be an overall sum up on what needs to be done, what is being done, and what will be implemented in the near future.

Words such as "digitalisation", "electrification" and "sustainability" should be said in the interviewee's closing statements. The feeling of urgency is present, but positive notes on how this change is possible and is already happening will show to the viewer how Audi is acting responsibly and being a pioneer in the automotive sector.

The interviewee's shots of their final statements will intercut with final B-Roll shots of all the interviewees, while Audi's operations should appear in a final montage in which there will be a visual sum up of everything that the audience has learned, and a showcase of all involvement/processes of Audi.

Visuals:

- Interview shots.
- B-Roll of the interviewees.
- B-Roll of Audi's operations and automotive sector (to be filmed and available from Audi's media centre).

Short and clear answers from the interviewees on key questions for this topic, such as:

- Why is it so important to Audi to contribute to change with their strategy and products?
- Why do you believe that electro-mobility is the key to a low-carbon future?
- How do you believe that the industry will evolve in the coming years with regards to digitalization, electrification and sustainability?

