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Audi urbansphere concept – Exterior design

### **Space concept for the luxury class - exterior design**

A grand, undoubtedly self-assured appearance – the Audi urbansphere concept is certain to leave a lasting first impression. A length of 5.5 meters (*18 feet*), height of almost 1.78 meters (*5.8 feet*), and width of more than two meters (*6.6 feet*) are undoubtedly prestigious enough to rub shoulders with the automotive elite. 6/8

The flowing silhouette of the vehicle body features traditional Audi shapes and elements, which are combined here to create a new composition featuring the distinctive Singleframe, with the digital eyes of the adjacent lighting units, a widely curved, dynamic roof arch, a massive rocker panel that conceals the battery unit, large 24-inch six double spoke wheels (a reference to the iconic 90's Audi Avus concept car) which convey lightweight design and stability, reminiscent of functional motorsport wheels and the Bauhaus tradition of the brand's design.

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The implied wedge shape of the vehicle body is emphasized by the large, flat windshield. At the front and also at the rear, there are large digital lighting surfaces that leave their mark on the design and at the same time serve as communication elements.

The Audi urbansphere defies classification into conventional vehicle categories. Nevertheless, it reveals itself to be a typical Audi at first glance. The similarities to the Audi grandsphere concept are particularly eye-catching. The monolithic design of the vehicle body shares commonalities with these two concept cars, as do the sculpted, soft shape of the wheel arches. A long wheelbase of well over three meters (*9.8 feet*) and short overhangs indicate that this is an electric vehicle. Elegance, dynamism, an organic design language – these are the attributes that immediately spring to mind despite the stately proportions of the Audi urbansphere, just as they do in the significantly flatter grandsphere.

### **Visible technology - light**

In the front end, there is an innovative interpretation of the Singleframe that defines Audi's look: it is shaped like a large octagon. Even though the grille has lost its original function as an air intake on the EV, it still remains prominent as an unmistakable signature of the brand. The digital light surface lies behind a slightly tinted, transparent visor that covers a large area of the front. The three-dimensional light structure itself is arranged in dynamically condensed pixel areas. The upper and lower edges of the Singleframe are still



made of aluminum and the vertical connections are formed by LEDs as part of the light surface.

The entire surface of the Singleframe becomes a stage or canvas (known as the “Audi Light Canvas”) and can be used for communication – with dynamic lighting effects to clearly signal to other road users in order to improve road safety. Low beams and high beams are implemented via light segments in the outer sections of the Singleframe and a similarly functioning matrix LED surface is located in the rear.

The lighting units to the right and left of the Singleframe look narrow, like focused eyes. These digital lighting units, known as Audi Eyes, echo the logo of the brand with the four rings, as they enlarge and isolate the intersection of two rings to form a pupil – a new, unmistakable digital light signature.

The illuminated surfaces – and therefore the expression of the eyes – can be adapted to the traffic situation, environment, or even the mood of the passengers. As a daytime running light, the gaze can be focused or open, and the iris can be narrow or wide. 7/8

A digitally created eyebrow also functions as a dynamic turn signal when required. Thanks to its outstanding visibility, it makes an unmistakable statement in the service of safety.

One special tribute to China is a luminous accessory that passengers can take with them when they leave their Audi urbansphere – the Audi Light Umbrella, a self-illuminating umbrella. Inspired by traditional Chinese umbrellas, this one acts as a protective companion and multifunctional light source – the inner skin of the umbrella is made of reflective material, so the entire surface acts as a glare-free lighting unit.

The Audi Light Umbrella not only gives users a better view of their path, it becomes more visible – when crossing a street or in dangerous situations, activating a rhythmic flashing of the luminous cone by means of artificial intelligence and sophisticated sensor technology.

And the Light Umbrella also literally places its wearer in the best possible light, given that it evenly illuminates their face for perfect selfies whenever needed.

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