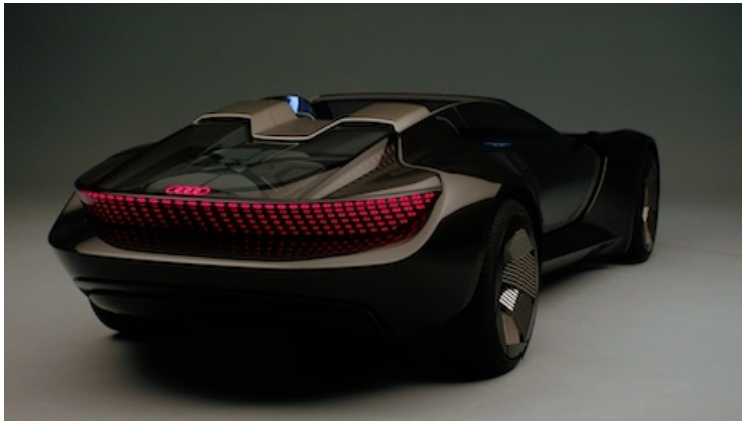


AUTOMOTIVE

Audi unveils new concept vehicle

August 10, 2021



The skysphere concept vehicle. Image credit: Audi

By LUXURY DAILY NEWS SERVICE

German automaker Audi has presented its vision for progressive luxury with its latest skysphere concept vehicle.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The first of three new concept cars from the brand, the electric-powered convertible took inspiration from the Horch 853 roadster. Audi revealed the new model during a digital event on Aug. 10.

Skysphere concept

During the online broadcast, Hildegard Wortmann, member of the board of management for sales and marketing at Audi, provided a look at how Audi is driving the brand's transformation and shaping the world of premium mobility.

Senior vice president of Audi Henrik Wenders explained the focus on the interior concept and the holistic digital ecosystem for a new onboard vehicle experience.

Skysphere reveal/em>

Audi is calling the newly designed vehicle interior that surrounds the passengers the "sphere."

Audi designer Gael Buzyn offered insights into the design process and explained the details of the Audi skysphere concept at the world premiere, located at the company's recently opened design studio in Malibu.

In June, Audi unveiled a new version of its EV&me app, which is designed to help customers make the switch to a fully electric (BEV) or plug-in hybrid (PHEV) vehicles.

Available for download through the Android and Apple app stores, EV&me allows Audi customers to compare useful performance data, charging times and running costs between models. The automaker hopes the cost-savings information within the app will encourage customers to switch from a gas-powered engine to an Audi electric or hybrid vehicle ([see story](#)).