

Audi Teams Up With Airbus For A Crazy Concept

An entirely electric, fully automatic concept for horizontal and vertical mobility has been imagined by Audi, Italdesign and Airbus. The "Pop.Up Next" modular concept could, in the distant future, transport people in cities quickly and conveniently on the road and in the air, at the same time solving traffic problems.

The ultra-light, two-seater passenger cabin can be attached either to a car module or to a flight module. Audi is supporting the project with know-how on battery technology and automation.

The dominant interior feature is a 49-inch screen, while interaction between humans and the machine is performed by speech and face recognition, eye-tracking and a touch function.

"Creativity is needed where new mobility concepts for cities and people's diverse needs are concerned. Italdesign is an incubator for innovative technologies and radical prototyping. Pop.Up Next is an ambitious vision that could permanently change our urban life in the future," says Dr. Bernd Martens, Audi Board Member for Procurement and President of Italdesign.



Italdesign develops future-oriented vehicle concepts for Audi and customers around the globe. Jörg Astalosch, CEO of Italdesign, says: "Various players will define the rules of urban mobility in the future. We are proud to collaborate with Airbus, the leading company in the aerospace industry, to investigate solutions for future mobility."

Astalosch sees Pop.Up Next as a flexible on-demand concept



that could open up mobility in the third dimension to people in cities. Italdesign is making use of a network of cities, universities and various stakeholders in order to better anticipate the future of mobility in cities.

A first version of Pop.Up already had its premiere at the Geneva Autosalon a year ago. Pop.Up Next is significantly lighter than its predecessor, and the interior has been redesigned.



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†Offer available on retail leases of new 2018 CX-5 GS AWD (NXSN88A00) with a lease APR of 3.49% and 130 bi-weekly payments of \$169 for 60 months, the total lease obligation is \$24,650, including down payment (or equivalent trade-in) of \$2,695/\$2,495/\$2,295/\$2,095/\$1,155. As shown. Offered Pricing for new 2018 CX-5 GT (NXTN88A00) with a lease APR of 3.49% and 130 bi-weekly payments of \$189 for 60 months, the total lease obligation is \$27,328, including down payment (or equivalent trade-in) of \$2,695. NOTE: 2018 CX-5 lease offers include \$400 lease cash. Lease payments include freight and P.D.E. of \$1,895, \$10 OMVIC fee (all models), \$17.75 Tire Stewardship fee (all models), \$100 Air Conditioning charge (all models), \$150 Lease Dealer Service Fee (all models) and PPSA of \$90.50. First monthly payment is due at lease inception. 20,000 km per year mileage allowance applies, if exceeded, additional \$ per km applies. (\$2 per km for CX-9 models). Offers exclude HST. Offered pricing available to retail customers only.

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