

Press release

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Bukowski's to auction unique Audi for the benefit of UNICEF

Audi Sweden and Bukowski's auction house have joined forces to auction the unique car known as "The Tailormade Audi". Audi has provided the car – a TT roadster specially created by young Swedish designers – and all the proceeds from the auction will go to UNICEF. The cash will be earmarked for teaching initiatives in the areas of South-east Asia hit by the tsunami. The project was presented in connection with the UrVackra trade fair at *Stockholmsmässan* (Stockholm International Fairs) on 18 February.

"The Tailormade Audi" is the result of the work of four young Swedish designers – **Maria Nilsson, Atte Gemzell, Anna Persson and Kristian Ståhl** – to create their own interpretation of an Audi TT Roadster. The unique car – with a special paint job and interior, gold, brilliant diamonds and a host of other details – was completed in August 2004, since when it has drawn great deal of attention in the media. The car is also accompanied by a special clothing collection as well as jewellery to match the unique design language of the TT.

The project was born of Audi Sweden's collaboration with the fashion design project "Rookies", which supports aspiring companies from the world of fashion.

The car, including the jewellery range, is worth approximately SEK 600,000 and Audi Sweden has now decided to auction it for the benefit of the tsunami victims in South-east Asia. All the proceeds from the auction will be given to UNICEF to support the work of this organisation in building schools and promoting education. **Liza Marklund**, author and UNICEF ambassador, says:

"In recent months, I have travelled extensively to study the work of UNICEF worldwide, and I am deeply moved and impressed by what I have seen. The aid really does reach the people for whom it is intended, and it quite literally means the difference between life and death. In addition, money sent to UNICEF guarantees positive development in the long term as the organisation works at all levels of society, from government ministers to children starving in the street. This car will mean life, hope, opportunities and rights for thousands of children in the areas hit by the tsunami."

"Most of us have been deeply moved by this terrible, terrible disaster. It is important to realise that the areas affected, and, in particular, the children who live there, will need help for many years to

come. And that is where UNICEF comes into the picture. As ‘The Tailormade Audi’ can be described as a teaching project for the designers who participated in its creation, it seems only fitting that the money it generates be earmarked for precisely this area,” explains **Claes Jerveland**, Head of Audi Sweden.

Bidding is to start in connection with the presentation of the car at UrVackra, a trade fair for jewellers and others, on 18–20 February, and will remain open until 29 April, when it is time for Bukowski’s Modern Spring Auction. During the bidding period, the car will be on display at various locations in the Stockholm region.

The bidding process itself will be handled by Bukowski’s auction house.

“2005 is a design year, and this particular lot is literally based on a design assignment. We normally work with fine art, and we believe that this little piece of Audi fine art will attract a great deal of interest. Particularly because the item will be on display for quite a while,” says **Carl-Gustaf Petersén**, CEO of Bukowski’s.

As the special details of the car are very valuable – both artistically and in financial terms – Securitas will be in charge of security when the car is on display at *Stockholmsmässan*.

The project will also be monitored by *auto motor & sport*, the motoring magazine, in the spring.

More education

In the wake of any disaster, it is essential to get children back to school as quickly as possible, for a whole host of reasons. For example, it is important not to disrupt the children’s education. Moreover, in circumstances like this, the school can be used to provide children with an aspect of “normality” in the midst of an environment plagued with uncertainty. If it is not possible to hold lessons in the usual school, UNICEF sets up temporary teaching facilities. The organisation then distributes what they call the “school-in-a-box”, i.e. special boxes containing the pens, exercise books, etc. needed to run lessons. In some cases, teachers receive training in how best to look after traumatised children.

UNICEF is supporting training initiatives in Indonesia, Sri Lanka, India, Thailand and the Maldives.

Here are some examples:

Throughout the Aceh region of Indonesia, UNICEF is currently handing out tons of teaching material including 2,000 school tents, 2,000 school-in-a-box sets (each box contains teaching material for 50 pupils), and 2,000 free-time boxes (each containing sports items and games for 50 children). The equipment will be used by 100,000 schoolchildren and 4,000 teachers in the affected areas.

UNICEF is assisting the Indonesian government in recruiting and training 2,000 new teachers and providing psychosocial support for the teachers who survived the tidal wave. According to the authorities in Aceh, 1,592 teachers have been killed or are still missing.

In Sri Lanka, UNICEF is supplying the teaching departments with school material, textbooks and other teaching material to support the aim of getting all the children from the affected areas back to school no later than 20 January.

In India, where national and local authorities provided a strong and rapid response to the call for aid, UNICEF has taken on a supporting role. This involves delivering school material and sports equipment, rebuilding libraries, organising activities for children and training teachers to identify the signs of distress in children and to provide simple counselling.

In Thailand, where most schools reopened on 4 January, UNICEF is supplying children from the areas affected with cooking equipment, school material, textbooks, school uniforms, playground and sports equipment, and is also helping to set up temporary schools.

In the Maldives, UNICEF is assisting the government in setting up 73 temporary classrooms to make sure that pupils can return to school as soon as possible. UNICEF is working with the government to clean up the school areas and ensure that the schools have access to supplies of clean water. UNICEF has also supplied more than 150 school-in-a-box sets and free-time sets, and has distributed hundreds of boxes of crayons, modelling clay, drawing paper, building blocks, puzzles, dolls, toy cars and balls.

The story behind “The Tailormade Audi”

The project entitled “The Tailormade Audi” was initiated by Audi Sweden and Rookies in spring 2004. The idea was to let a team of young designers – selected by a jury consisting of representatives of the fashion, automotive and media sectors – design their own Audi.

For years, quattro GmbH – the Audi subsidiary – has allowed customers to customise their cars through the choice of colour, interior and other details, and letting an independent design team take on this assignment was a different way to highlight just this opportunity. At the same time, it is a great way for Audi to benefit from outside influences – and for the designers involved to gain solid experience of an industrial design project.

The jury decided to award the commission to Atte Gemzell (fashion designer) and Anna Persson (artist) who work together in the Discoduva project, as well as Kristian Ståhl (jeweller from STÅHL) and Maria Nilsson (fashion designer).

Immediately after the presentation of the project on 22 April 2004, the team got down to work. The first step involved receiving a thorough explanation of what the Audi brand stands for, what quattro GmbH could produce, and the limitations imposed by safety aspects and other considerations.

The final result

The final result was a TT Roadster with a Morning Dew paint job. The car was presented to the media on 19 August 2004. The seats, steering wheel, gear shift and a range of other details have also been clad in leather of exactly the same colour. In addition, the team chose an S-line pack consisting of special details such as a large front-mounted air intake and a more robust rear spoiler. For the wheels, the team chose 17" parabola rims.

In addition to all this, Kristian Ståhl, the jewellery designer, has created a very special gear knob made of white gold, pink tourmalines and brilliants, which he also used to decorate the TT's distinctive dashboard air nozzles. As the finishing touch, the car is fitted with a white gold plaque with the words "The Tailormade Audi" to the left of the steering wheel.

The team has also come up with special designs for details such as a children's seat, first aid cushion, jewellery collection, key ring and set of "mother and baby" clothes in silver leather.

To see pictures, go to www.audi.se / Press center / Bildarkiv / The Tailormade Audi

Audi is an international manufacturer of premium cars. In 2004, more than 779,000 new Audis were sold worldwide. Audi employs almost 53,000 people and generates a turnover of around EUR 23 billion a year. Audi Sweden is part of Svenska Volkswagen AB.

For additional information, please contact:

*Marcus Thomasfolk, PR Manager Audi Sweden, marcus.thomasfolk@audi.se,
tel. +46 8 553 896 57 or +46 70 35 896 57*

Kerbela Nobel, PR Manager at Bukowski's, nobel@bukowskis.se, tel. +46 8 614 08 52

Ingeborg Ekblom, Information Officer at UNICEF, tel. +46 8 692 25 16 or +46 709 95 59 16