



Everything from the unique Audi aluminium screen, made in Australia but to strict specifications, to placement of cars at BMW is now carefully designed.



The curved and banked “wall” inside the new Audi Solitaire showroom at Hawthorn could be inspired by the famous old brick-based AVUS raceway near Berlin, where Germans and their guests drove at high speeds for more than half a century.

While the German car maker doesn’t say so directly, a photo of a sports car in the Audi playbook for its showroom architects around the world appears to pay homage to the once great and spectacular track.

The Audi international template is the “terminal” concept, which replaces the “hangar” and is zealously overseen by Audi architects at headquarters in Ingolstadt, Germany. The curve is seen as a “symbol of dynamism”, and whether or not it is an echo of AVUS, it is dramatic. Audi has its roots in racing, so why not?

The curve is in every Audi terminal and its influence spreads to the showroom floor, where Audis are arranged with German precision in flowing formation, formatted as though driving down the freeway in unison. Only a small leap of the imagination is required to locate these cars on the autobahn, the mother of all freeways.

But just to be absolutely sure, Audi auditors checked that everything in the Solitaire showroom was exactly where it was meant to be. Like the AVUS

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question, the perforated aluminium screen treatment might or might not represent a car grille. But it works as a transparent facade in the presentation areas, and an opaque one in functional areas.

The facade further stamps Audi, which is regarded as the most meticulous of car suppliers, in Australia at least. It has its own architect in Australia, trained by Europeans. Adelaide Architect John Bray had a two-day session in Sydney, learning Audi’s “very strong philosophy”.

The outcome, says Audi Solitaire dealer principal David Smoker, is a “unique-looking building, very state of the art, that works brilliantly for displaying vehicles. Most of our clients travel, and it is instantly recognised as an Audi dealership anywhere.”

Audi’s aim is to sell one million cars around the world by 2015, and is leaving nothing to chance to achieve it.