Audi Concept C

02/09/2025

The first concept of Massimo Frascella's era as Audi's chief creative officer, the Concept C was previewed in Milan on 2 September 2025 and shown a week later at IAA Munich. It is an electric two-seater with a retractable hardtop that looks back to the 1930s Auto Union Type C and the original 1998 TT, and previews a production sports car for 2027.

The front introduces a **vertical frame** that reinterprets the grille and integrates the four rings. There is no backlighting here: the frame is a lens with a pattern and sensors, which Frascella describes as "a platform for exploring materials and technology". Smooth surfaces, minimal shut lines and a closed rear with metal slats casting real shadows.

The interior follows the "shy tech" idea: anodised aluminium, grey fabric, subtle ambient lighting, physical controls that click and a 10.4-inch display that folds away when not in use. Four principles sum it up: clarity, technology, intelligence and emotion.

Sources: Car Design News · Audi MediaCenter