

From Legos To Audis

Audi's plant in Brussels was recently charged with the responsibility of building their new A1 vehicle, no meager task considering the €285 million (\$384 million) the automaker has invested in the facility. So, how do Audi's workers prepare for the new class of car? Why, they start small, of course. Since practice makes perfect, their employees trained with Legos before moving on to the real deal. Count me in!

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Have any comments or questions about our Thursday video editions of IMPO Insider? Or do you have a video you'd like to see featured in one of our deployments? Email me at Joel.Hans@advantagemedia.com [2].

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