

Sport Communication

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Amateur golf: national winners in Audi quattro Cup

- **Teams from Bavaria and North Rhine-Westphalia win German finale**
- **Audi presents trophies at Golfresort Berlin Scharmütelsee**
- **World finale in Mexico at the beginning of December**

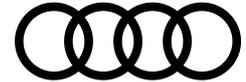
Ingolstadt/Bad Saarow, September 1, 2017 – More than 240 amateur golfers determined their best players in the German finale of the Audi quattro Cup. At Golfresort Berlin Scharmütelsee, the duos Kay Schulz/Matthias Cordes (Golfclub Bayreuth) as well as Ralf and Iveta Kreisig (Senne Golfclub Gut Welschof) prevailed. With that, they secured the coveted tickets for the world finale in Cabo San Lucas (Mexico) that will tee off on December 1.

The qualification for the national finale of the Audi quattro Cup began in early May. Some 13,000 amateur golfers across Germany participated in the 121 elimination tournaments. Various Audi partners had extended the invitations. Each of the teams consisted of two players. At the end of August, the 240 winners of the preliminaries began to be pitted against each other at Arnold Palmer Platz in Berlin. Their next competition will be for overall victory in the Audi quattro Cup. The world finale will be held at Quivira Golf Course in Cabo San Lucas, Mexico, from September 1 to 5.

With its more than 25-year history the Audi quattro Cup has established itself as an international institution in amateur golf. “Every time I’m impressed again to see how many participants this series attracts and the enthusiasm shown by the players,” says Johannes Polgar, Sports Marketing Sales Germany of AUDI AG.

Off the greens and fairways, Audi, as the event’s host, offered a multi-faceted program during the German finale of the Audi quattro Cup. Participants and guests saw golf demonstrations, experienced a selection of the current model range, configured their Audi of choice with a set of virtual reality glasses or competed against each other in a sailing regatta on the Scharmütelsee lake. In addition, the participants in the tournament played to win a new Audi Q2 that was offered as the prize for scoring a hole-in-one on Hole 11. The car, however, did not find a new owner, as none of the golfers achieved the magnificent strike.

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in 12 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2016, the Audi Group delivered to customers about 1.868 million automobiles of the Audi brand, 3,457 sports cars of the Lamborghini brand and 55,451 motorcycles of the Ducati brand. In the 2016 fiscal year, AUDI AG achieved total revenue of €59.3 billion and an operating profit of €3.1 billion. At present, approximately 88,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.