



**Tradition Communications**

Peter Kober

Telephone: +49 841 89-39628

E-mail: [peter.kober@audi.de](mailto:peter.kober@audi.de)

[www.audi-mediacyenter.com](http://www.audi-mediacyenter.com)

## **Audi Tradition starts the 2018 festival season**

- **More than 20 events and many anniversary dates**
- **Highlights: Festival of Speed and Classic Days at Schloss Dyck**
- **Starting shot: the Techno Classica classic vehicle show in Essen**

**Ingolstadt, 20 February 2018 – More than 20 events in the 2018 event season will allow car lovers not only to experience the historical cars of Audi but also to join the brand in celebrating a number of anniversary dates. Among the highlights in the calendar is the 25th Festival of Speed in Britain's Goodwood. There, Audi Tradition will be presenting the Auto Union Type C Silver Arrows (1936). Meanwhile, this year's presence at Classic Days at Schloss Dyck will be all about the 150th birthday of Audi's founding father August Horch. True to tradition, this year's program of events will kick off with the Techno Classica show in Essen (21 to 25 March).**

Held in Essen, the world's biggest show for classic vehicles is expected to welcome around 185,000 visitors in the year in which we celebrate a milestone of Audi history. 50 years ago, the brand made its comeback to the upper executive segment with the release of the Audi 100. At the company's stand in hall 7, three special Audi 100 models will be exhibited. These will be flanked by two motorsports icons: the Auto Union Type D which won the Italian and British Grand Prix races 80 years ago, and the Audi 200 quattro which won the American TransAm series 30 years ago.

Audi's founder, August Horch, was born 150 years ago. In his memory, Audi Tradition will only be showing luxury models from the Horch brand of the 1920s and 1930s at this year's Classic Days at Schloss Dyck (3 to 5 August). This will also be the case at Sachsen Classic (23 to 25 August), where only Horch models will be at the starting line. Audi Tradition will also be waving the flag at August Horch Classic (22 July) in Zwickau and the Horch memorial event in his birthplace of Wunningen (12 to 14 October). Donau Classic (21 to 23 June) and Heidelberg Historic (12 to 14 July) will also see Horch vehicles presented.

Motorsports fans can start getting excited about four very special events: Audi Tradition will be taking part in the 25th Goodwood Festival of Speed in England with an Auto Union Silver Arrow from the 1930s. The Auto Union Type C 16-cylinder racing car (1936) is among the highlights of the starting line-up at the world's biggest historical motorsports event. The town of Daun in the Vulkaneifel region of Germany is the ultimate destination for true rally fans. There, Audi

\*The collective fuel consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.



Tradition will be presenting (19 to 21 July) an incredible highlight: the Audi Sport quattro S1 "Pikes Peak" model with which Walter Röhrl drove to victory in record time at the prestigious 1987 hill climb in the US state of Colorado – to the present day, this remains a true highlight in Audi motorsports history. Visitors of the Swiss Grand Prix in Bern (26 August) will see the Auto Union Type C racing car from 1936 being put through its paces. At Hamburg's Stadtpark-Revival event (8 and 9 September), Audi Tradition will be at the starting line in an Audi 200 quattro TransAm (1988).

- End -

The four rings of the Audi badge symbolize the brands Audi, DKW, Horch and Wanderer, which were combined to form Auto Union in 1932. Auto Union and NSU, which merged in 1969, both made many significant contributions towards the development of the car. AUDI AG was formed from Audi NSU Auto Union AG in 1985. Together with the two traditional companies Auto Union GmbH and NSU GmbH, Audi Tradition has nurtured the extensive, diverse history of Audi for many years and presented it to the public. The Audi museum mobile at the Audi Forum Ingolstadt is open daily from Monday to Friday from 9.00 a.m. to 6.00 p.m., and on Saturdays, Sundays and public holidays from 10.00 a.m. to 4.00 p.m. The August Horch Museum in Zwickau is open from Tuesday to Sunday from 9.30 a.m. to 5.00 p.m. [www.audi.de/tradition](http://www.audi.de/tradition)

Audi Tradition supports the work of Audi Club International e.V. (ACI). Officially recognized by AUDI AG, this umbrella organization represents all Audi brand clubs and the clubs of the predecessor brands of the present-day AUDI AG. Information at [www.audi-club-international.de](http://www.audi-club-international.de)

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 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 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 90,000 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.