



**Tradition Communications**

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## **Three Audi jubilees at Techno Classica**

- **50 years of Audi 100, 80 years of Auto Union Type D and 30 years TransAm**
- **More than 185,000 visitors expected at the world's largest classic vehicle exhibition**

**Ingolstadt, 14 March 2018 – Audi Tradition celebrates three big anniversaries at the Techno Classica in Essen from 21 to 25 March. The 50-year-old history of the Audi 100 will be the leading brand presentation theme at the world's largest exhibition of classic vehicles. In 1968, Audi entered the upper executive segment with the sedan. Also, motor sports fans can look forward to the 1988 Audi 200 quattro TransAm and the 1938 Auto Union Type D racing car.**

The development of the Audi 100 is one of the most exciting stories in Audi history. In the mid-1960s, immediately after Auto Union GmbH was taken over by Volkswagen AG, the Ingolstadt team was instructed to care for current models and not develop any new ones. However, Ludwig Kraus, Technical Director of Auto Union at the time, was worried about the company's survival and he worked on a second model series. He contravened instructions and designed a modern mid-range car that the Volkswagen board of directors finally gave the go-ahead to. In 1968, Auto Union presented the sedan as the Audi 100. Almost 800,000 cars were sold, making it a thorough success and contributing to Audi's development in a major way. At the Techno Classica, Audi Tradition will show three special models: a two-door Audi 100 LS Automatic built in 1972, an Audi 100 LS made in 1974, and the 1971 Audi 100 Coupé S.

More highlights will be awaiting motor racing fans at the Audi stand in Hall no. 7: eighty years ago, the Auto Union AG sent the Auto Union Grand Prix Type D racing car on to the race track for the first time. In 1938, Auto Union pilot Tazio Nuvolari won the Grand Prix races in Italy and England with the 420-hp strong supercar, and in the following year Auto Union triumphed in the French and Yugoslav Grands Prix. The third anniversary model dates back to 1988, when Audi had just withdrawn from rally sports. For the first time, the marque with four rings competed on circuits in the North American TransAm series. Racing driver Hurley Haywood won the championship straight away in an Audi 200 quattro.

At this year's Techno Classica, the large crowd of motorbike fans won't miss out either. Audi Tradition is presenting the DKW 350 RM ridden by Gustl Hobl in 1955, when he won the German Championship. Also, there will be an utterly unique exhibit on loan from the motorbike

\*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 Media info.



collection of Schloss Augustusburg: the DKW ULD 500 that was built as a prototype in 1938.

Lovers and collectors of miniature models can also obtain this year's Audi Tradition model at the exhibition: an orange-colored first generation Audi TT Coupé, from a limited edition of 333, on a scale of 1:43. Further classic vehicles from the company's history will be presented by the members of the ACI (Audi Club International) in hall 7.1.

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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. AUDI AG and the borough of Zwickau each own 50 percent of the August Horch Museum Zwickau gGmbH. [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.