



Tradition Communications

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"From 0 to 100" at Audi museum mobile

- **New special exhibition shows the history of the Audi 100**
- **50 years ago, this successful model made possible Audi's entry into the upper executive segment**

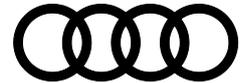
Ingolstadt, March 21, 2018 – As part of the "From 0 to 100" special exhibition, Audi museum mobile is presenting one of the most exciting moments in the history of AUDI AG: the company entering the upper executive class with the Audi 100. From March 28 to June 24, 2018, visitors can expect to see 15 variants of this historically important model which the company premiered 50 years ago.

The Audi 100 won the "Golden Steering Wheel" award five times, was crowned "Car of the Year" twice and was also voted "World Car of the Year" by a panel of motoring journalists. In all, 3.2 million units were sold which demonstrates the success which this model experienced. The premiere of the Audi 100 in 1968 was preceded by a turbulent history because its development was actually started in secret.

In the mid-1960s, Volkswagen AG acquired Auto Union GmbH and prevented the company from developing any new models. This stipulation to only look after the existing models was ignored by Ludwig Kraus, then Technical Director at Auto Union GmbH. In 1965, Kraus wanted to expand the range of vehicles which the resuscitated Audi brand offered. He saw adding a model in the executive segment as the only way to keep an independent Auto Union GmbH afloat in a time when the Ingolstadt plant was being used for production of the VW Beetle. Without informing Volkswagen, Kraus developed and subsequently presented the concept before it was eventually given the go-ahead from the team in Wolfsburg. Very quickly, the capacity of the Ingolstadt plant was pushed to its limits and thus Auto Union shifted the entire production of the Audi 100 to the Neckarsulm works in 1970. From the first series alone, the company sold 800,000 units.

A car from this model generation is also on show at the "From 0 to 100" exhibition, as are a further 14 variants from the different model series. Among the vehicles exhibited are the Audi 100 Cabrio from 1969, the Audi 100 C1 electric passenger car from 1976 and the Audi research car from 1981. These shed some light on previously little-known facets of the model and demonstrate both a ground-breaking design and a number of technical innovations. Highlights of the Audi 100 include its world-best aerodynamics value, the first fully galvanized body on an

*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.



executive sedan and the quattro permanent all-wheel drive system. Equally on show is the Audi Duo, which not only features a 136-hp five-cylinder engine, but also an electric motor, thus making it the first hybrid vehicle of the Audi brand. The brand with the four rings presented this concept study on the basis of an Audi 100 at the Geneva International Motor Show in March 1990. Since 1995, the Audi A6 has continued the success story of the Audi 100. An Audi A6 2.8 quattro from the first model series rounds out the new "From 0 to 100" special exhibition.

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.

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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. 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

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.