



**Corporate Communications**

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**Audi close-up**

## **Audi Twin Cup 2018: world championship trophy goes to France**

Saalfelden/Ingolstadt, July 30, 2018 – Expert technical knowledge meets ultimate customer focus: Audi service technicians and advisors demonstrate their skills in the Audi Twin Cup. The team from France claimed victory in the international finals held July 26 and 27.

Nearly 2,500 teams from Audi dealers in 34 countries took part in the national competitions. 67 of those teams qualified for the international finals in Saalfelden, Austria. Making their debut this year were teams from Poland, Norway and Hungary. During the two-day event, participants demonstrated their advisory skills and technical expertise in typical customer situations ranging from the check-in inspection to diagnosing hidden defects and carrying out repairs according to manufacturer specifications.

Customer focus was given particular priority in this year's theoretical and practical tasks involving the Audi SQ7. The teams demonstrated in concrete challenges how they use the new, flexible core service process to provide individualized customer support. The technical inspection and guided troubleshooting for features like the 360 degree camera system also put their technical skill and precision to the test.

2018 marked the 14th time the Audi Twin Cup has been held. In addition to the winners from France, the second-place Swiss team also performed impressively. The service technicians and advisors from the USA followed in third place.

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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 twelve 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 2017 fiscal year, AUDI AG achieved total revenue of €60.1 billion and an operating profit of €5.1 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.

