



Audi (China) Enterprise Management Co. Ltd.

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Audi FC Ingolstadt Beijing Soccer Camp 2018 Begins and Helps Develop Youth Soccer in China

- Audi FC Ingolstadt Beijing Soccer Camp brings top-class youth soccer training program to China for third consecutive year
- More than 200 children are participating in the 2018 camp
- Audi is committed to promoting development of youth soccer in China

Beijing, August 1, 2018 – The Audi FC Ingolstadt Beijing Soccer Camp 2018, co-hosted by Audi China and Germany's largest club-based soccer school, "Audi Schanzer Soccer Academy", began today. Under the guidance of professional coaches from FC Ingolstadt 04, 214 children ages 6 to 13 will be enjoying soccer over nine days.

The Audi FC Ingolstadt Soccer Camp Series 2018 began in China in July in Foshan, Shanghai, and Changzhou; Beijing is the final station. The camp aims to cultivate children's interest in soccer, as well as their persistence, perseverance and team spirit. It is an example of Audi China's efforts to fulfill its social responsibility.

Audi China President Mr. Joachim Wedler said, "Since entering China 30 years ago, Audi has been deeply involved in the Chinese market. Not only does it lead the premium car market with advanced products, it also takes on increasing social responsibilities. Over the recent three years, more than 400 children have participated in the Audi FC Ingolstadt Beijing Soccer Camp. Audi is actively committed to cultivating China's young soccer talents."

Dr. Michael Wilkes, Head of Corporate Communications at Audi China, said, "Paying attention to the cultivation of China's next generation of sports talents and supporting the development of youth soccer is an important part of Audi's corporate social responsibility. We are proud to contribute to China's development of youth soccer."

Participants in the Audi FC Ingolstadt Beijing Soccer Camp 2018 include the interested children of Audi China and Volkswagen Group China employees, plus 100 young soccer talents from various schools. For the first time, the coaches from Ingolstadt will identify an #AudiFCITopTalent from among the participants, and the award winner will be eligible to participate in a special training program in Germany.

Harald Gärtner, Sport and Communications Director of FC Ingolstadt 04 said, "In 2016, we established our presence on the international stage with a focus on long-term involvement. Our target is to increase our competitiveness on the field of play. We are continuing to extend that with this series of soccer camps in China



in 2018, which perfectly reflect our long-term development plan. The Schanzer's internationalization strategy is well thought out, and the club will pursue it, independent of sporting developments. With the search for the #AudiFCITopTalent, we want to give Chinese talents the opportunity to gain valuable experience in a professional German soccer club."

The Audi FC Ingolstadt soccer training camp aims to attract young people to participate in soccer through a variety of activities. It also expands the training methods for soccer talents and lays a solid foundation for discovering and cultivating more future talents for the sport. In the years ahead, Audi China will continue to deepen its efforts to support the development of young Chinese soccer talents and increase the popularity of the sport among China's youth.

For detailed information, please visit Audi China Newsroom:



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About Audi

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.