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Audi at Formula Student Germany: at race speed towards the future

- The automobile manufacturer is increasingly involved in the “Driverless” category
- Audi Team on site with technical jurors and personnel marketing advisors
- Three universities at start of the student design competition under sign of the Four Rings

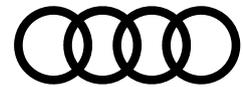
Ingolstadt/Hockenheim, August 1, 2018 – The mobility of the future is electric and automated. That trend is also reflected in this year’s Formula Student Germany (FSG) event in Hockenheim. Audi’s focus there will be solely on the “Electric” and “Driverless” categories. On August 6, three teams of students will be out to collect points for the brand with the Four Rings, in the disciplines of costs and manufacturing, engineering design, energy efficiency and acceleration, among others. The young design engineers will meet 3,500 other young scientists from 23 nations.

Since 2007, Audi has been supporting young people with a talent for motorsport with their participation in Formula Student. Between August 6 and 12 this year, the design competition will once again take place at the Hockenheimring: “Innovations happen here. Anyone who shows pioneering spirit and commitment to the team at Formula Student will have all the qualities that we value also at Audi,” stated Antje Maas, Head of International Personnel Marketing. “This is why we are continuing our involvement – with a new focus this year.”

The four racing cars that were designed with the help of the Four Rings will this time compete in “Formula Electric” and “Formula Driverless.” Together with the TUfast Team from Munich, the Schanzer Racing Team from Ingolstadt and the University Racing Team from Eindhoven, Audi is thus deliberately focusing on the most important technologies of the future.

Within the context of the “Audi.Vorsprung.2025” strategy, the company has set itself the goal of becoming the leading premium supplier in the field of electric mobility. Audi intends to launch more than 20 electrified models in close succession by 2025. And the car manufacturer plans to produce the first autonomous electric car based on the show car Audi Aicon by the year 2021. Top experts from 25 nations are already working on the development of technology for autonomous driving at the Munich-based subsidiary, Autonomous Intelligent Driving GmbH. In the medium term, the Audi subsidiary plans to bring up to 600 experts on board.

“We are currently experiencing great dynamism. Young engineers and IT experts therefore have the best opportunities to think ahead and to shape change also at Audi,” added Antje Maas.



At Hockenheim, FSG participants and visitors will be able to learn more about the innovative jobs on offer at Audi in a personal dialog. Personnel marketing advisors will be available to talk to at an exhibition stand in the FSG Forum. In addition, interested parties will be able to meet professionals who are developing autonomous driving at Audi. Furthermore, experts from the company will once again be in the pit lanes and on the track as jurors, to support the student teams with advice and plenty of experience.

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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.