



## Media Information – 16 August 2018

### London, UK - Audi Lifestyle Communications

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## **AUDI AND SPURS: A WINNING PARTNERSHIP**

### **The Brand with the Four Rings is Joining the Premier League Club's Line-up**

Tottenham Hotspur has today (Thursday 16 August 2018) announced Audi as the Club's Official Car Partner in an exclusive four year agreement.

The premium car marque is synonymous with progressive design and technology, as expressed by its famous philosophy *Vorsprung durch Technik* - Advancement through technology. It is an ideology that aligns perfectly with Tottenham Hotspur's similarly positive and forward-thinking *Audere est Facere* – To dare is to do.

Audi will see their brand's iconic four rings feature across digital signage, including the LED advertising system, big screens and the interior TV network at the Club's new stadium, as well as across its digital media channels.

Tottenham Hotspur has become one of the most progressive teams in Europe under Manager Mauricio Pochettino and will be a significant part of the Premier League and Champions League story during the 2018-2019 season. Meanwhile, Audi continues its new product offensive during the same time period, launching a host of beautiful cars, including the Q8 luxury SUV, and the e-tron, its first all-electric model. To mark the beginning of the partnership, players were given a special preview of the Q8 at the Tottenham Hotspur Training Centre, Enfield, before the car's official UK debut.

Audi has a long and proud history in football. Tottenham Hotspur is the latest world-famous name to join its portfolio of football partners, which includes German champions Bayern Munich, Spanish champions Barcelona, and European champions Real Madrid.

Additionally, Audi stages the Audi Cup and the Audi Summer Tour - major pre-season tournaments contested across the globe by some of the biggest clubs in the world.

Fran Jones, Head of Partnerships of Tottenham Hotspur, says: "Audi is a premium brand, so we are delighted to have it on board alongside a number of other leading club partners. We look forward to welcoming Audi and offering them the opportunity to showcase their products across the Club. "



Andrew Doyle, Director of Audi UK, says: “The partnership brings two progressive brands together – Audi and Spurs. The Club's legendary Captain Danny Blanchflower famously spoke of 'doing things in style' – this, with our commitment to quality, guides everything we do. Our shared principles of beautiful design and the most advanced technologies further cements our belief that Audi and Spurs will be the perfect marriage.”

[Click here](#) to take a ride with Tottenham Hotspur Manager, Mauricio Pochettino, together with Assistant Manager, Jesús Pérez, as they head to Hotspur Way for training in an Audi A7.

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### **Video Caption**

Tottenham Hotspur Manager, Mauricio Pochettino, together with Assistant Manager, Jesús Pérez, drive to the Tottenham Hotspur Training Centre, Enfield, in an Audi A7.

### **Picture Captions**

#### **Audi Spurs Image 1**

Mauricio Pochettino, Manager of Tottenham Hotspur, (left) with Andrew Doyle, Director of Audi UK, (right) announcing a new partnership.

Audi is now the Official Car Partner for Tottenham Hotspur.

Location: Tottenham Hotspur Training Centre, Hotspur Way, Whitewebbs Lane, Enfield EN2 9AP

*Credit: Dave Benett / Getty*

#### **Audi Spurs Image 2**

Andrew Doyle, Director of Audi UKi, (left) with Mauricio Pochettino, Manager of Tottenham Hotspur, (right) announcing a new partnership.

Audi is now the Official Car Partner for Tottenham Hotspur.

Location: Tottenham Hotspur Training Centre, Hotspur Way, Whitewebbs Lane, Enfield EN2 9AP

*Credit: Alexander Rhind*

### **About Tottenham Hotspur**

Founded in 1882, Tottenham Hotspur Football Club has a tradition of playing an entertaining and attacking style of football. The team finished third in the 2017/2018 Premier League season, achieving UEFA Champions League qualification for a third year in a row, and has a multi-national squad of players. Tottenham Hotspur also has:

- A global following in excess of 400 million, with strong supporter bases across the UK, the USA, China, Asia and Africa, including over 160 Official Supporters Clubs worldwide
- Commercial partnerships with globally-recognised brands including AIA Group Limited (AIA), one of the world's leading providers of life insurance services, and Nike, the world's leading sports footwear and apparel company
- An award-winning Foundation that has created 3 million opportunities to help enhance the lives of people in its local community through education, employment, health and social inclusion programmes



In 2018, the Club will open its iconic new world class stadium that sits at heart of a major regeneration of North Tottenham. The stadium will feature:

- A 17,500-seat single-tier stand
- A retractable grass pitch enabling other events, including NFL and concerts, to be held at the venue without compromising the football playing surface
- A range of premium packages that aim to redefine hospitality in sports and entertainment, including a Tunnel Club and the flagship H Club restaurant

### **About Audi**

Audi again set a new global sales record in 2017 despite difficult trading conditions, finishing the year 0.6% ahead of 2016 with a total of 1,878,100 customer deliveries. Sales in the UK market levelled out slightly to 174,982 cars, while market share increased to 6.9% - a domestic record for the brand. This strong performance has been achieved with the help of an investment programme that is set to channel a total of €24 billion into new model development and innovative technologies by 2019. Audi lives up to its corporate responsibility and has strategically established the principle of sustainability for its products and processes. The long-term goal is CO<sub>2</sub>-neutral mobility. This philosophy also applies to the brand's sports car racing activities, in which Audi made history in 2012 by winning the Le Mans 24-hour race using pioneering hybrid diesel technology in the R18 e-tron quattro. Since its first engagement in 1999 Audi Sport has chalked up a total of 13 victories in the legendary endurance marathon. The brand entered a new chapter in motorsport in 2017 by fully committing to both Formula E and the World RX Championship with factory-backed programmes.