



Sport Communication

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Audi Nines MTB 2018: Brand sponsorship of mountain biking competition

- Audi expanding its sponsorship portfolio in the area of trendy sports
- Pro riders compete on spectacular mountain biking course in quarry

Ingolstadt, 14 September 2018 – At the Audi Nines MTB Freeride Festival in Rhineland-Palatinate, the top twenty mountain bike riders in the world showed all their skills. From 8 to 13 September, the competitors met in the unusual setting of a disused quarry in the Hunsrück mountains for an event where the theme was “Send it to the Moon”. The premium brand supported the event as title sponsor for the first time, mirroring its involvement with the winter version of the Audi Nines.

Sam Reynolds (Best Freeride Line), Sam Pilgrim (Best Slopestyle Line), David Godziek (Best Trick Slope Style), Spanier Adolf Silva (Best Trick Freeride) and Lukas Schäfer (Best Style) emerged victorious in the Audi Nines MTB Freeride Festival for elite international mountain biking competitors. The starting field included further Nicholi Rogatkin (USA), Emil Johansson (SWE), Sam Pilgrim (GBR), Szymon Godziek (POL), Adolf Silva (ESP), Diego Caverzasi (ITA), and Geoff Gulevich (CAN) as well as Germany’s top MTB riders Nico Scholze, Tobi Wrobel and Amir Kabbani. The course was ideally designed for the competitors: 14 spectacular elements on a freeride line with challenging obstacles and a complete slopestyle course replete with drops, jumps and hips. The course in the Hunsrück-Hochwald region was developed by a design team comprised of mountain bikers Patrick Schweika (GER) and Sam Reynolds (GBR) following the motto “by riders for riders”.

Audi was backing the mountain biking event for the first time this year as title sponsor in a continuation of its commitment to trendy sports. Alongside the new title sponsor, the focus this year was on the new format of the competition. Instead of the single-day event of previous years, this time the athletes had a whole week to show off their most impressive tricks for the watching cameras. After viewing the video material, the riders assessed each other’s performance in a total of four different categories.

The Audi Nines MTB 2018 event was held in cooperation with the new Bikepark Idarkopf facility. When it opens in 2019, it is set to become the largest mountain biking location in Germany with 23 kilometres of tracks.

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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.