



Sport Communication

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Basketballers of FC Bayern München receive new Audi courtesy cars

- **Basketballers treated to diverse programme when collecting their cars at the Audi Training Center at Munich Airport**
- **Live online streaming of the action for viewers and fans**

Ingolstadt, 25 September 2018 – A few days before the season opener in Ulm, players and trainers from the FC Bayern München basketball team picked up their new courtesy cars at Munich Airport. Just like last season, the team will be getting around in Audi A4 Avant models during the 2018/19 season.

In addition to the official car presentation, the team trained by Dejan Radonjic were also treated to a varied programme of events at the Audi Training Center at Munich Airport. Following the welcome formalities and the handing over of the keys, the basketball players from FC Bayern made time for team photos and interviews. After that, it was action all the way, starting with a drive on the off-road course in the new Audi Q3. The highlight of the day was the “Cabrio Challenge”, where pairs of team-mates took on the dynamic driving area in Audi convertibles. The challenge for the passengers in the moving cars was to throw balls into the baskets that were set up along the course.

“The event was a great success for Audi and the FC Bayern team. We are proud of our successful partnership with the basketball team and plan to offer further attractive events for the players and trainers away from the basketball court – just like today’s event at Munich Airport,” declared Norbert Schrofner, Head of Event and Sport Marketing at AUDI AG. “We wish the team well for the start of the new season, both at national and international level.”

For the players and trainers, who had just arrived back from a warm-up tournament in Zadar (Croatia), the day ended with a cavalcade on the dynamic driving area in their new cars. Like last year, the basketballers of FC Bayern München will be getting around in the Audi A4 Avant. “That was a really fun day,” commented Marko Pesic, manager of FC Bayern Basketball. “The driver training organised by Audi was a great way for the boys to get a good feel for the car and its handling.”

Viewers and fans were able to experience the action on their phones or tablets. With moderator Sascha Bandermann in front of the camera, both the car hand-over and the subsequent programme of events were streamed live on Facebook.

The new season begins for the reigning German champions on Friday 29 September with an away game in Ulm. On Wednesday 3 October, the team will play its first home match in Munich’s Audi Dome. As well as the league competition, FC Bayern Basketball will also be returning for the first time



since 2013/14 to the EuroLeague, the highest and most prestigious level of competition in basketball. This is already the 7th season of Audi's courtesy car partnership with the basketball players.

– End –

Fuel consumption of the models named above:

Audi Q3

Combined fuel consumption in l/100 km: 7.2 – 4.2 (32.7 – 56.0 US mpg)*;

Combined CO₂ emissions in g/km: 168 – 109 (270.4 – 175.4 g/mi)*;

Audi A4 Avant

Combined fuel consumption in l/100 km: 6.7 – 3.8 (35.1 – 61.9 US mpg)*;

Combined CO₂ emissions in g/km: 153 – 99 (246.2 – 159.3 g/mi)*;

** Fuel consumption and CO₂ emissions figures given in ranges depend on the engine/transmission/tires/wheels used.*

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the "Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models," which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).

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.