

Sport Communication

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Audi: the international sports partner

- **AUDI AG is a regional, national and international partner in top-calibre sport**
- **The brand is synonymous with winter sports, football, eSports and golf**

Ingolstadt, January 2019 - For decades, Audi has been a close partner and sponsor of regional, national and international sports including football, Alpine and Nordic winter sports, the innovative new eSports sector and the world's most popular amateur golf tournament series.

Audi and winter sports: far more than just a financial sponsor

Audi's devotion to winter sports provides the brand with an ideal platform to showcase its sportiness and dynamism to an international audience. This ski season all eyes are on the Audi e-tron with insignia featured on flags and banners as well as on start houses, finish arches, exit gates, leader boards and on panelling at award ceremonies. In addition, an Audi e-tron shuttle service will be available for the first time at the Alpine World Ski Championships in Åre. Spectators and skiers can also test drive the Audi e-tron at the Audi driving experience centres in Kitzbühel and Åre.

For more than 30 years, AUDI AG has been the main sponsor of the German Ski Association (DSV), including all of the national teams. Not content to be just a financial sponsor, the brand also acts as a partner at many joint events. Audi also sponsors and supplies vehicles to the Chinese, Finnish, French, Italian, Canadian, Liechtenstein, Dutch, Norwegian, Austrian, Swedish, Swiss, Spanish and Czech alpine national teams. Some teams even benefit from Audi's technical prowess with skiers undergoing regular training sessions at the Audi Wind Tunnel Centre in Ingolstadt.

For the 17th year running, the brand is the main sponsor of the 2018/2019 Audi FIS Ski World Cup season and since 2011 has also lent its name to the Audi FIS Ski Cross World Cup. With its contracts with the FIS extended until the 2021/2022 season, Audi will continue to support skiing in the future. The luxury car manufacturer will be the main sponsor of the 2019 World Cup held in the Swedish resort of Åre and the 2021 edition taking place in the Italian resort of Cortina d'Ampezzo.

Audi has been the principal sponsor of the Nordic Combined World Cup since November 2013 and a partner of the FIS Cross-Country Skiing and Ski Jumping World Cup since the start of the 2014/2015 season. Through its partnership with the Freeride World Tour, which has been held on three continents (Europe, North America and Asia) since the 2017/2018 season, Audi connects with a young audience.



Audi and football: a partner of top international clubs

Every day, the brand with the 'Vorsprung durch Technik' tagline supports players, coaches and management of Europe's top football clubs. In Germany, for example, Audi and record-holding champion FC Bayern Munich have enjoyed a successful partnership since 2002. The brand's other partners include professional clubs in Ingolstadt, Mönchengladbach, Hamburg, Nuremberg, Hoffenheim and Augsburg.

Internationally, Audi also supports top football teams. Since 2003, the brand has been the vehicle supplier of the record-breaking Champions League winner Real Madrid. In return, the Ingolstadt company has a brand presence at the legendary Estadio Santiago Bernabéu and Spain's 33-time champion is a brand ambassador. In 2018, top English club, London's Tottenham Hotspur, joined Audi's star-studded catalogue of partners. Audi also supports FC Barcelona, Red Bull Salzburg and RSC Anderlecht via its importers.

With top clubs from the four major European leagues, the Audi Cup 2017 was a more high-profile event than ever before. Alongside the host FC Bayern Munich, which has participated in each of the five editions since it began in 2009, Spain's Atlético de Madrid, England's Liverpool FC and Italy's SSC Napoli made their debut. Another highlight in the Audi football calendar was the Audi Summer Tour which saw Audi and FC Bayern Munich attending friendly matches in the USA in summer 2018.

Audi and eSport: Origen, FOKUS Clan and Schanzer eSports

Since early 2018, Audi has been venturing into the innovative and fast-growing eSport Entertainment sector getting behind Bayern Ballers Gaming (NBA2K), the eSport FC Bayern München Basketball team and the Astralis team as part of an advertising campaign by Audi Denmark.

Since October, the premium brand has been the main partner of the German eSports FOKUS Clan team supporting players like Matthias 'Stylo' Hietsch, Lukas 'Sakul' Vonderheide and Danny 'Proownez' Liepolt. Together with Media Markt, Audi is also the principal sponsor of the Schanzer eSports FC Ingolstadt 04 team supporting players such as Hasan 'hasoo19' Eker and Andreas 'Andy' Gube. Both teams are competing in the EA Sports FIFA simulation game. Together with Schanzer eSports, scouting and coaching events held at Audi Sportpark Ingolstadt are used to search for new talent for the Ingolstadt team.

eSport is also becoming increasingly international and together with its Danish importer, Audi is supporting Team Origen in its bid to play in the Riot Games's League of Legends European Championship (LEC) title kicking off in 2019. As the title sponsor of the 'Marvelous eSport' programme, Audi China has also launched its first project on the Panda TV streaming platform with more to come.

Audi and sailing: Kiel Regatta (*Kieler Woche*) and the German Sailing League

Sailing is synonymous with team spirit, technology and strategizing and the best example of this is the Kiel Regatta 2019 where Audi will provide a shuttle and trailer service.



Audi and golf: an elegant partnership

Audi has been a successful supporter of golf for over two decades. Technology, design and sportiness are values which characterise every Audi and also explain the brand's special interest golf. The focus is on the most popular tournament series for amateur golfers – the Audi quattro Cup. At the invitation of local Audi partners, qualifying tournaments will be staged during the year. The winners qualify for their home country finals with the best national teams meeting at the international competition. In 2018, almost 80,000 participants from 42 nations played in 645 qualifying tournaments to qualify for the World Final at Austria's Kitzbühel-Schwarzsee-Reith Golf Club. More than 1.5 million amateur golfers have taken part in the series since it began in 1991.

Since the start of the 2016 season, Audi has been the presenting sponsor for the KRAMSKI German Golf League (DGL).

Audi Nines and Audi Nines MTB: 'By riders, from riders'

Audi is the proud partner of Audi Nines presented by Falken – a series of innovative and creative events that takes place both in winter and summer. The opening of the ski and snowboard freestyle event took place in 2018 on a specially designed SlopeX course in Sölden featuring the world's best ski and snowboard-crossers and slope-stylers. True to the Audi Nines 'by riders, from riders' motto, the bikers themselves developed the innovative course on the Tiefenbach glacier. Speed, style and experimenting with jumps and tricks took centre stage at the sessions.

'Send it to the Moon' was the motto of the Audi Nines MTB 2018. In partnership with Bikepark Idarkopf, the mountain bike equivalent of the Audi Nines ski and snowboard event took place in 2018 in a quarry. And like the ski and snowboard event, the world's top bikers met for the first time to compete on the course they had created themselves, creating a spectacular scene

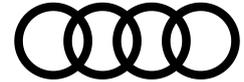
Audi as a regional partner: supporting football, ice hockey and basketball

Audi is also a supporter of sports at a grassroots level – born out of both passion and devotion to its homeland, Bavaria. Audi has a long-standing partnerships with Germany's 2014 ice hockey champions ERC Ingolstadt and the professional football club FC Ingolstadt 04 which are currently playing in Germany's second-highest league.

In addition to football, Audi also supports FC Bayern München Basketball. Germany's 2014 and 2018 basketball champions and 2018 cup winners will play their home games in the Audi Dome, underlining their close ties with the Audi brand.

With the Ingolstadt Half Marathon, Audi promotes one of the region's most important sporting events, taking place for the 19th time in 2019. The Ingolstadt Triathlon will also celebrate its tenth anniversary this year. Audi has supported both events from the outset as the main sponsor.

Audi is also a sponsor of the Ingolstadt Dukes German-American Football Team. Since advancing to the second division in 2014, Audi has been supporting the local shining star of American football with great success. In 2016,



Ingolstadt Dukes even made it into Germany's first division and the team have since established themselves as a permanent fixture.

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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 18 locations in 13 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 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 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.
