



Tradition Communications

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With Audi Tradition on the 2019 Classic Car Tour

- **Start of the season at the "Techno Classica" classic car show in Essen**
- **Audi in Ingolstadt for 70 years**

Ingolstadt, February 27, 2019 – This year too Audi Tradition will be taking part in more than a dozen events within and outside Germany, to celebrate many an anniversary. Exactly 70 years ago, the predecessor of Audi, Auto Union GmbH, was established in Ingolstadt. Classics in the event calendar are the Goodwood Festival of Speed, Classic Days at Castle Dyck and the Donau Classic, this year featuring the DKW Schnellaster, the first automobile to be produced in Ingolstadt.

Even if Audi Tradition will be entering a car in the Retro Classic in Stuttgart (March 7 – 10), the "Techno Classica" classic car show in Essen (April 10 – 14) will still provide the traditionally spectacular kick-off of the year's program. Audi Tradition will be on hand at the world's largest exhibition of historical automobiles, albeit this year for the first time from the new Hall 4. Audi will be appearing at the car show under the slogan: "Space Miracle – from the Schnellaster to the Avant". At the center of attention will be station wagons from the greatest variety of periods in the company's history.

At the end of the Second World War, Auto Union appeared to be dead. Expropriated by the Soviet occupying power in its original base of Saxony, and removed from the Chemnitz Commercial Register in 1948, the company seemingly no longer had a future. Nevertheless, that future would continue in the US occupation zone. Re-established in 1949 with modest beginnings in former military buildings in Upper-Bavarian Ingolstadt, Auto Union GmbH developed within 70 years to become AUDI AG – an anniversary that Audi Tradition will be celebrating at the Classic Days at Castle Dyck and at its home event, the Donau Classic. The first products of 1949 were the DKW Schnellaster and the DKW RT 125 W motorcycle, with "W" standing for West. The Schnellasters will be running at the Donau Classic (June 27 – 29), while an RT 125 W will also be on hand at Castle Dyck (August 2 – 4).

A classic in the annual event calendar is the Goodwood Festival of Speed in England. Thirty years ago, in 1989, Audi entered an Audi 90 in the US IMSA GTO Series – one of the most spectacular cars that Audi has ever set loose on the asphalt. The celebrated Audi 90 IMSA GTO will start in Goodwood together with its predecessor, the Audi 200 quattro Trans Am, and a restored DKW UL 500 motorcycle.

*The collective fuel consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.



Other classics among the Audi Tradition events this year are the Heidelberg Historic (July 11 – 13) and the Sachsen Classic (August 22 – 24). The brand with the four rings will also be showing its true colors at Bodensee Klassik (May 2 – 4) and the Sauerland Klassik (October 2 – 5). For the first time, Audi Tradition will be participating in the Zoute Grand Prix in Belgian Knokke (October 10 – 13) and at the Kampenwand Historic motorcycle event in Aschau (July 13 – 14). The model car collector's markets at the Audi Forums in Neckarsulm (November 3) and Ingolstadt (December 1) will round out the season.

- End -

The four rings of the Audi badge symbolize the Audi, DKW, Horch and Wanderer brands, combined to form Auto Union in 1932. Auto Union and NSU, which merged in 1969, both made many significant contributions towards the development of the car. AUDI AG was formed from Audi NSU Auto Union AG in 1985. Together with NSU GmbH, Audi Tradition/Auto Union GmbH has been nurturing the extensive, diverse history of Audi since 1998 and presenting it to the public. The Audi museum mobile at the Audi Forum Ingolstadt is open daily from Monday to Friday from 9.00 a.m. to 6.00 p.m., and on Saturdays, Sundays and public holidays from 10.00 a.m. to 4.00 p.m. The August Horch Museum in Zwickau is open from Tuesday to Sunday from 9.30 a.m. to 5.00 p.m. AUDI AG and the town of Zwickau are each 50 percent owners of the August Horch Museum Zwickau gGmbH. www.audi.de/tradition

Audi Tradition supports the work of Audi Club International e.V. (ACI). Officially recognized by AUDI AG, this umbrella organization represents all Audi brand clubs and the clubs of the predecessor brands of the present-day AUDI AG. Information at www.audi-club-international.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 12 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 around 1.812 million cars bearing the Audi brand to customers. In the 2017 business year the premium manufacturer achieved an operating result of €5.1 billion with sales totaling €60.1 billion. At present, approximately 90,000 people work for the company all over the world, with more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.