



Sports Communications

Dr. Elke Bechtold

Phone: +49 841 89 36193

E-mail: elke.bechtold@audi.de

www.audi-mediacyenter.com/en

Top international clubs play for the Audi Cup

- **FC Bayern, Real Madrid, Fenerbahçe Istanbul, and Tottenham Hotspur * on July 30 and 31 at the Allianz Arena**
- **Tickets starting at €25 available now at www.audicup.com**

Ingolstadt, April 29, 2019 – This top-level endurance test will be kicking off the European 2019/2020 football season: on July 30 and 31, the teams Bayern München, Real Madrid, Fenerbahçe Istanbul, and Tottenham Hotspur will go head to head at the Allianz Arena in the sixth Audi Cup. Tickets are on sale now.

The tradition started exactly ten years ago: the first Audi Cup was held in 2009 as part of the celebrations for Audi's 100th birthday. Since then, the Cup has become one of the best-known and most prestigious pre-season tournaments in Europe. FC Bayern have won the trophy three times, while FC Barcelona and Atlético de Madrid have each held the top spot once.

The latest line-up could hardly get any better: Bayern, Real Madrid, Fenerbahçe, and Tottenham have among them brought home more than 90 league titles combined, more than 50 cup titles, and 19 Champions League titles, and the current season is not even over yet. "It's great to see that the Audi Cup has been a firm fixture for new-season preparations among top international clubs for the last ten years now," says Bram Schot, chairman of the Board of Management at AUDI AG. "This year's participants not only promise two exciting days for all football fans, but they also provide an excellent example of how partnerships with Audi work in practice." Bayern, Real Madrid, Fenerbahçe, and Tottenham, who joined the group in 2018, are all part of the Audi partner association.

The two semi-final games will be played on Tuesday, July 30. The first game of the tournament will see Real Madrid face Tottenham Hotspur, before FC Bayern and Fenerbahçe Istanbul go head to head later in the evening. The losing teams will play for third place on Wednesday, July 31, before the winners meet for the final. Kick-off is at 6:00 p.m. and 8:30 p.m. respectively, games will last 90 minutes, and – if necessary – be followed directly by a penalty shootout. "We are thrilled that the 2019 Audi Cup will again take place at the Allianz Arena," says Karl-Heinz Rummenigge, chairman of the Executive Board at FC Bayern München AG. "The four teams promise exciting games and two brilliant days for our fans." The spectators will be able to watch all four teams play on both days. Tickets are available now at www.audicup.com. Day tickets start at €25. Two years ago, there were 123,000 spectators at the Allianz Arena on both days.



* Participants of the Audi Cup, as long as none of the teams are playing in the second qualification round of the Europa League, which will be held at the same time.

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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.
