



Sports Communication

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FC Bayern and Tottenham in Audi Cup final

- **65,000 fans at the Allianz Arena watch electrifying tournament kickoff**
- **Real Madrid and Fenerbahçe Istanbul to play for third place**

Munich, July 30, 2019 – Fans at the Allianz Arena and in front of their television sets are looking forward to a thrilling final day: At the sixth edition of the Audi Cup on Wednesday, FC Bayern München and Tottenham Hotspur FC will meet in the final. Prior to that, Real Madrid C.F. and Fenerbahçe Istanbul will play for third place starting at 6 PM. Some 65,000 spectators attending the kickoff in Munich not only witnessed two thrilling football matches but also plenty of electrifying action under the banner of the Four Rings.

Big names, a fabulous atmosphere and football matches in which not a single ball was given away: The Audi Cup more than lived up to its reputation as one of the major international preparatory tournaments right on day one: Some 65,000 spectators at the nearly sold-out Allianz Arena first saw a narrow 1-0 opening victory by Tottenham Hotspur over the star ensemble of Real Madrid before in the second semi-final host FC Bayern München scored a dominant 6-1 win against the team of Fenerbahçe Istanbul.

Before the first match kicked off, 220 apprentices of AUDI AG delivered a sophisticated, carefully choreographed performance that made for an emotive opening ceremony. The Audi Cup debuted in 2009 on the occasion of the 100th anniversary of the Audi brand and is held for the sixth time this year. FC Bayern has won the trophy three times to date. The awards for the “most electrifying moment” on the pitch went to Harry Kane for his winning goal against Real Madrid and to Thomas Müller for his dream goal in the 58th minute that scored an intermediate 6-0.

Electric has gone Audi: On the perimeter advertising boards and off the pitch, the Audi Cup this year is fully focused on the Audi e-tron, the brand’s first all-electric model. Four e-tron cars sporting the team’s colors in the streets of the city are eye-catchers and around the arena and on the esplanade featuring an e-tron course and an e-scooter track everything revolves around the brand’s electrification offensive as well. The way in which the stadium will present itself during the closing ceremony after the final on Wednesday night is now eagerly awaited.

On Wednesday at 6 PM, Madrid and Istanbul will initially play for third place before Bayern and Tottenham start battling for victory at 8.30 PM.

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Fuel consumption of the models named above

Information on fuel/electricity consumption and CO2 emissions in ranges depending on the equipment and accessories of the car

Audi e-tron:

Combined electrical consumption in kWh/100 km: 26.2–22.6 (WLTP); 24.6–23.7 (NEDC)

Combined CO₂ emissions in g/km: 0

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 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, D-73760 Ostfildern, Germany and at 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 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.
