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Audi grieves for Ferdinand Piëch

- **Prof. Dr. Ferdinand Piëch was with Audi for more than twenty years, most recently from 1988 to 1992 as Chairman of the Executive Board**
- **Audi CEO Bram Schot: „He united ingenuity with passion and perseverance“.**
- **Chairman of the General Works Council Peter Mosch: „He combined the technically possible and economically sensible with social responsibility“.**

Ingolstadt/Neckarsulm, 27. August 2019 – The Board of Management of AUDI AG expresses its sincere condolences to the family of Prof. Dr. Ferdinand Piëch on behalf of all employees. In commemoration in all plants worldwide the flag is set to half-mast. Piëch was a member of the brand with the Four Rings for more than twenty years, most recently as Chairman of the Board of Management for almost five years from 1988 to the end of 1992.

The Chairman of the Board of Management of AUDI AG, Bram Schot: „One of Ferdinand Piëch's greatest strengths was that he really burned for the brand Audi. This latin word means ‚listen‘ – and he always listened well to both customers and staff. He lived the dream of automobility all his life and was the engine of innovation. He developed Audi into a premium brand and created a technological lead with groundbreaking developments. These include the five-cylinder spark ignition engine, quattro permanent four-wheel drive, the procon-ten safety system, the fully galvanized all-steel body and lightweight aluminum construction with the Audi Space Frame, which celebrated its premiere at the 1993 IAA in a study of the Audi A8. We will keep alive the memory of Ferdinand Piëch – a man who uniquely united genius with passion and perseverance“.

The Chairman of the General Works Council of AUDI AG, Peter Mosch: „Ferdinand Piëch was a mastermind of the automotive industry. As an entrepreneur, he combined what was technically possible and economically sensible with social responsibility. He was aware of the importance of co-determination for the Group's success story. Audi owes its transformation into a premium brand to him“.

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Photo Notes: In his time as head of technical development at Audi, Ferdinand Piëch inter alia brought the brand-determinant permanent four-wheel drive quattro into series production. In retrospect he once said: „The superiority of the permanent four-wheel drive in the sporting competition has justified our development efforts to give this technique its way to everyday life.“ (Archive photo Audi Tradition)

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 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 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.
