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Three major anniversaries for Audi at Goodwood

- **100 years ago: victory in Alpine Trial**
- **80 years ago: racing debut for Auto Union Silver Arrow models**
- **25 years ago: Audi enters IMSA-GTO Series (United States)**

Ingolstadt, June 17, 2014 – Audi Tradition is celebrating three major anniversaries at the Festival of Speed from June 27 to 29, 2014 in Goodwood and, to mark all three occasions, is bringing three iconic motor racing vehicles from Audi’s past to England: The Audi Type C “Alpine Victor” secured the first motor racing triumph. 100 years ago the 35 hp open-topped touring car won the International Austrian Alpine Trial. 80 years ago, the Auto Union Silver Arrow models made their racing debut, which Audi Tradition commemorates by showing the Auto Union Type C racing car from 1936. The trio is completed by the Audi 90 quattro IMSA-GTO, which was entered in the North American race series 25 years ago. Le Mans winners Frank Biela and André Lotterer will be driving for Audi Tradition.

Each year, the world’s biggest event in historic motorsport attracts some 160,000 visitors from all over the world. Audi Tradition is featuring the Audi Type C “Alpine Victor” for the first time at the Festival of Speed. When founder August Horch left the Horch company in 1909, he established a new enterprise in the very same year and named it Audi – the Latin translation of his surname, which means “Hark!” August Horch’s third Audi model, the Type C, was unveiled in 1911 and considered to be one of his best and most mature designs. The “Type C” truly proved its mettle when it won one of the toughest motor sport endurance races of that era – the Austrian Alpine Trial – three times in succession between 1912 and 1914.

The Auto Union Type C from 1936 is a familiar face at the Goodwood Festival of Speed. This racing car, in which Bernd Rosemeyer dominated European racing circuits in 1936, is a real favorite with the crowds in England. In 1937, Bernd Rosemeyer drove it to victory in the first Grand Prix to be held at Donington Park. The Type C’s 520 hp and 16 cylinders turn hundreds of heads the moment this car’s



engine is started. This year it will be driven by five-time Le Mans winner Frank Biela, who is inseparably associated with Audi's racing achievements. "Driving at Goodwood is always a special experience. I'm really looking forward to the Auto Union Silver Arrow," remarked Biela.

Having pulled out of rally competition and switched to the racetrack, in 1988 Audi returned to the international arena: The Ingolstadt carmaker created a real stir in the American TransAm Championship with an Audi 200 quattro. The next year it stayed in North America and entered the GTO category of the IMSA Series for the first time in 1989. The Audi 90 quattro IMSA-GTO, in which Hans-Joachim Stuck finished as runner-up in the World Championship, developed 720 hp. Three-time Le Mans winner André Lotterer will be sitting behind the wheel of the Audi 90 quattro IMSA GTO at the Festival of Speed. "I really can't wait. I just love Audi racing cars from the 1980s," declared Lotterer.

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The four rings of the Audi badge symbolise the brands Audi, DKW, Horch and Wanderer, which were 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 the two traditional companies Auto Union GmbH and NSU GmbH, Audi Tradition has nurtured the extensive, diverse history of Audi for many years and presented it to the public. The Audi museum mobile at the Audi Forum Ingolstadt is open daily from Monday to Sunday, from 9 a.m. to 6 p.m. The August Horch Museum in Zwickau is open from Tuesday to Sunday from 9.30 a.m. to 5 p.m. www.audi.de/tradition

Audi Tradition supports the work of Audi Club International e.V. (ACI). Officially recognised by AUDI AG, this umbrella organisation 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 delivered approximately 1,575,500 cars of the Audi brand to customers in 2013. As one of the most successful models, the Audi A3 has been awarded the title of "World Car of the Year 2014" by an international jury of journalists (combined fuel consumption in l/100 km: 7.1 – 3.2; combined CO₂ emissions in g/km: 165 – 85). In 2013, the company reported revenue of €49.9 billion and an operating profit of €5.03 billion. The company operates globally in more than 100 markets and has production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). Since the end of 2013, the brand with the Four Rings has also been producing cars in Foshan (China). In 2015, Audi will start production in São José dos Pinhais (Brazil), followed by San José Chiapa (Mexico) in 2016. Wholly owned subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy), the sports motorcycle manufacturer. The company currently employs more than 73,500 people worldwide, of which more than 52,500 in Germany. Total investment of around €22 billion is planned from 2014 to 2018 – primarily in new products and sustainable technologies. Audi is committed to its corporate responsibility and has anchored the principle of sustainability for its products and processes in its strategy. The long-term goal is CO₂-neutral mobility.