



Sport Communications

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New cars for the Audi Nines athletes

- **Audi supports two mountain bikers and a snowboarder**
- **Sporty Audi models for German athletes**
- **Audi Nines presented by Falken mid-April at Sölden (Austria)**

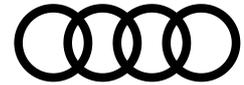
Ingolstadt, February 19, 2020 – The Audi Nines presented by Falken and the Audi Nines MTB showcase the greatest talents on snowboards, skis and mountain bikes every year. With Erik Fedko, Lukas Knopf and Leilani Ettl, three of the elite athletes of the event series are now official Audi brand ambassadors. The athletes were handed the keys to their new company cars at Ingolstadt.

They are some of the most promising rising talents of their disciplines and have already notched up their first impressive successes at competitions all over the world: the mountain bikers Erik Fedko (21) and Lukas Knopf (23) as well as snowboarder Leilani Ettl (18) have demonstrated some spectacular tricks and jumps on the slopes and mountain bike trails. As “Friends of Audi”, the young Germans receive an Audi for two years: Fedko now drives an Audi S4 Avant (consumption combined in l/100 km: 7.6–7.5; CO₂ emissions combined in g/km: 175–171), with Knopf in an Audi Q3 Sportback (consumption combined in l/100 km: 7.7–4.7; CO₂ emissions combined in g/km: 174–123) and Ettl in an Audi Q2 (consumption combined in l/100 km: 6.6–4.4; CO₂ emissions combined in g/km: 150–115).

The professional athletes were handed the keys to their new vehicles by Hubert Link, Head of Marketing Germany at AUDI AG. “For several years now, the Audi Nines have been an important platform for us to captivate a young and progressive target group for Audi. I’m very pleased that we can now support three young athletes as ambassadors of our brand in their next career steps and I wish them every success,” says Link.

During the Audi Nines, Ettl, Fedko and Knopf will be involved in the event activities as “Friends of Audi.” Snowboarder Leilani Ettl will compete in the third Audi Nines presented by Falken (13 to 18 April in Sölden) flying the Audi logo on her board. The two mountain bikers Erik Fedko and Lukas Knopf contest the Audi Nines MTB with the four rings on their mountain bikes and their jerseys.

Audi has been involved in dynamic sports for years. In winter, the Audi Nines brings together the world’s best snowboarders and skiers, and in summer, the elites of the mountain biking scene. The setup is designed in conjunction with the athletes to offer them the best



opportunities to promote their sport and show spectators their breathtaking jumps and best tricks. Audi supports the event series as a title sponsor for the third time in a row.

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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 2019, the Audi Group delivered to customers about 1.845 million automobiles of the Audi 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.
