



Felix Neureuther is Audi brand ambassador

- **Hubert Link, Head of Marketing Germany: “Perfectly represents our brand”**
- **Plans are for joint projects focused on sustainability**
- **Former skiing world champion drives e-tron**

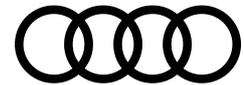
Ingolstadt, December 4, 2020 – The Audi family has a new member: Former world class skier Felix Neureuther is now a brand ambassador of the Four Rings. With his passion for sustainability and performance, and his personal commitment to nature, the German is a perfect fit for the brand’s agenda.

“Felix already had close ties to Audi during his active career. He is authentic, innovative and a great personal fan of our brand,” says Hubert Link, Head of Marketing Germany at AUDI AG. “That’s why we’re delighted to have gained him as a brand ambassador for Audi and look forward to many joint activities in the spirit of sustainability.” Audi has been the principal sponsor of the German Ski Association (DSV) for more than 30 years and in this role has accompanied Neureuther’s entire career along 13 World Cup wins and five World Championship medals.

“It’s important to me that we handle nature with prudence,” says Felix Neureuther. The 36-year-old former slalom specialist has built a CO₂-neutral house with an innovative ice storage heating system in Garmisch-Partenkirchen and produces electric power for himself and his family. “There are many other projects in my mind that would be a superb fit for my partnership with Audi. That’s why I’m very happy about this collaboration and everything that’s still coming.”

Felix Neureuther combines his passion for sustainability as well as performance when it comes to the selection of his car. “In the e-tron, I travel silently, am able to perceive nature and to really unwind,” says Neureuther, describing his impressions of driving the all-electric Audi that also delivers ample driving pleasure. Even so, as a former competitive athlete, he very much appreciates high performance as well.

Exactly this combination makes the partnership so convincing. “As a person, Felix combines both, the pursuit of sustainability and of intelligent performance. Consequently, he perfectly represents Audi’s brand values,” says Hubert Link. Talking about sustainability and superior performance: it is planned that in the coming months Felix Neureuther will also increasingly be involved in the presentation of the new production-based Audi RS e-tron GT – the spearhead of the Audi brand’s electric offensive.



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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 17 locations in 11 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), 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, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of € 55.7 billion and an operating profit of € 4.5 billion. At present, about 87,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.
