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“RaceSeries” – 2014 Audi Tradition calendar

- **27 racing and series-production versions of historical Audi cars and motorcycles**
- **Sophisticated studio photos by Stefan Warter**
- **Calendar available online and at the Audi museum mobile shop from 29 November**

Ingolstadt, 28 November, 2013 – The new wall calendar from Audi Tradition has arrived. Under the theme of “RaceSeries”, it shows 27 automotive specimens from the history of AUDI AG. Automotive photographer Stefan Warter has created sophisticated studio setups pairing the race versions of these cars and motorcycles with their series-production counterparts. Contemporary graphic material sets the historical context of the photos. The layout and graphic design are by the artist Kristina Redeker.

Audi’s racing and rally models are usually based on a production car. This has always been the norm, and in many race series is often an explicit requirement. From an array of triumphant racing cars and motorcycles in the post-war years, Audi Tradition has selected some of the most notable examples along with their counterpart production models. It is clear at first glance that some of the pairings are closely related – the Audi V8 and Audi V8 DTM, for example. In other cases, the common ground is less self-evident – take for instance the picture for March, which places a DKW F94 alongside a Formula Junior. “It was an intriguing challenge to choose a perspective that highlights either the similarities or the differences,” explained Stefan Warter. “Some of the motifs evoke something of a Jekyll and Hyde atmosphere – such as the transformation of the respectable Audi 90 into an IMSA GTO.”

The “icing on the cake” for these photos is the background material: classic advertisements, photos or technical drawings that place the vehicles in their historical context. Take for instance the picture of a family from the late 1960s washing their NSU by hand – a rare sight these days, but one that speaks volumes about their great pride and special appreciation of their car.



On two pages, Audi Tradition steps away from the pairs concept: the picture for November shows two pairs each of DKW and NSU motorcycles from the 1950s. The picture for February features three vehicles against the background of a technical drawing showing the aspect that links them: the engine. And after the year has come to a close, there is one truly special highlight: a photo of all exhibits together.

“RaceSeries” is available from 29 November at the Audi museum mobile shop in Ingolstadt or online at www.audi.de/tradition-parts. The calendar costs EUR 29.90.

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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

In 2012, the Audi Group delivered 1,455,123 cars of the Audi brand to its customers, generated revenue of €48.8 billion and achieved an operating profit of €5.4 billion. The Audi Group is globally present in more than 100 markets and produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). The brand with four rings will produce cars also in Foshan (China) as of late 2013, in 2015 in São José dos Pinhais (Brasilien) and 2016 in San José Chiapa (Mexico). AUDI AG's wholly owned subsidiaries include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and the sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The Group currently employs more than 70,000 people worldwide, including around 50,000 in Germany. Total investment of approximately €11 billion is planned by 2015 – mainly in new products and sustainable technologies. Audi lives up to its corporate responsibility and has strategically established the principle of sustainability for its products and processes. The long-term goal is CO2-neutral mobility.