



Travel through time with AudiStream: new online guided tour turns automotive history into an immersive experience

- **“Audi Tradition” live stream offers insights into more than 120 years of automotive engineering**
- **Experienced tour guides host interactive online format**

Ingolstadt, October 14, 2021 – Users of AudiStream can now discover online highlights from more than 120 years of automotive engineering at Audi. The new “Audi Tradition” live stream puts the spotlight on the company’s history using film footage with historical material. Tour guides will be on hand to lead the online tour and answer questions live.

The “Audi Tradition” live stream highlights the eventful history of the brand with the four rings – from the beginnings of automobile production to modern high-tech manufacturing at Audi, from successes in early motorsport events to Audi’s victories from the 1980s onwards in rallies and circuit races worldwide. Insights into technical milestones such as quattro all-wheel drive and a look at the mobility of tomorrow round out the virtual journey through time. Viewers can join in from the comfort of their own home via their computer or mobile device. The online tour will be hosted live from a studio by experienced guides who will explain all the details. With their knowledge from numerous tours at the Audi museum mobile in Ingolstadt, the tour guides will shape the course of the approximately twenty-minute live stream in a dialogue with the participants. Viewers can select a date and time to watch the livestream online at [AudiStream](#). The stream itself is being offered free charge, although depending on the selected provider, Internet access fees may apply.

With its new “Audi Tradition” live stream, AudiStream is further expanding its range of interactive guided tours. In addition to the online tour covering the history of the brand, users can also choose from a number of different streams. More than 20,000 people have already enjoyed streams such as “Audi live at the Neckarsulm site,” “Audi live at the Ingolstadt factory,” or “Insight Audi Design,” and gained insights into Audi’s production processes and design philosophy. Other formats, for example on Audi at the Brussels site, will follow.

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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 19 locations in 12 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 2020, the Audi Group delivered to customers about 1.693 million automobiles of the Audi brand, 7,430 sports cars of the Lamborghini brand and 48,042 motorcycles of the Ducati brand. In the 2020 fiscal year, AUDI AG achieved total revenue of €50.0 billion and an operating profit before special items of €2.7 billion. At present, 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.
