



Communications Audi Tradition

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“I like it” – and the winner is: Audi quattro

- **Special exhibition in the Audi museum mobile from April 4 to May 24**
- **Eleven favourites chosen by more than 15,000 “Likes”**

Ingolstadt, April 3, 2013 – The fans have delivered their verdict, and the winner is – the Audi quattro. With more than fifteen thousand “Likes”, Facebook users chose eleven cars for display in the new special exhibition “I like it” to be held in the Audi museum mobile. Most votes went to the 1984 Audi quattro with four-wheel steering, with the A1 clubsport quattro and Audi TT clubsport quattro joining the winner on the podium in second and third places.

“The Audi quattro has a lot of friends all over the world!” says Thomas Frank, Head of Audi Tradition. “The fans have confirmed our experience over a number of years. No other car represents our ‘Vorsprung durch Technik’ claim more effectively than the Audi quattro. It’s no surprise to find that the Facebook community has awarded its gold medal to the Audi quattro.” Audi’s Technical Development department used this quattro with four-wheel steering for experimental work.

The fans’ silver medal went to the A1 clubsport quattro. Audi first displayed this unique car on the 2011 Wörthersee Tour. Its “older brother”, the Audi TT clubsport quattro, was developed from the 2007 show car, and as bronze medallist has also been selected for the exhibition. The remaining cars in this “hit parade”: the Audi A1 Hot Rod, the Q5 Custom Concept, the Audi Fox Wagon, the DKW Meisterklasse Universal Type F 89 S, the Audi Front 225 roadster, the Audi RS2 Avant, the R8 Spyder “Iron Man 2” and the Q7 Pickup.

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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 around 1,455,100 cars of the Audi brand to customers in 2012. From January through the end of September 2012 the Company posted revenue of €37.7 billion and an operating profit of €4.2 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). The Audi Q7 is built in Bratislava (Slovakia). In November 2012, CKD production of the Audi Q7 was added to the existing Audi A4, A6 and Q5 manufacturing operations in Aurangabad (India). At the Brussels plant, production of the Audi A1 has been running since 2010, while production of the new A1 Sportback began in 2012. The Audi Q3 has been built in Martorell (Spain) since June 2011. The Company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include amongst others AUDI HUNGARIA MOTOR Kft. (Győr/Hungary), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese/Italy), AUDI BRUSSELS S.A./N.V. (Brussels/Belgium), quattro GmbH in Neckarsulm and the sports bike manufacturer Ducati Motor Holding S.p.A. (Bologna/Italy). Audi currently employs more than 68,000 people worldwide, including around 50,000 in Germany. From 2012 until 2016 the brand with the four rings is planning to invest a total of €13 billion – mainly in new products and the extension of production capacities – in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" claim. Audi is currently expanding its site in Győr (Hungary) and will start production in Foshan (China) in late 2013 and in San José Chiapa (Mexico) from 2016.