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On the road internationally with Audi Tradition

- **More than 30 events and many anniversaries in 2013**
- **The season's highlights: Festival of Speed and Classic TT in England**
- **First off the line: the Techno Classica vintage and classic car fair in Essen**

Ingolstadt, March 28, 2013 – A green light for the start of the event season: in 2013 Audi Tradition will be present at more than 30 international events, including several anniversaries. At the Goodwood Festival of Speed, for example, Hannu Mikkola will take the wheel of an original Audi Rally quattro. In 1983, thirty years previously, he was the first driver to win the world rally championship in an Audi. 75 years have elapsed since Ewald Kluge became the first German winner of the world's most difficult, hazardous motorcycle race, the Tourist Trophy (TT) on the Isle of Man on a 250 cc DKW. Audi Tradition will therefore be participating for the first time in the Classic TT held in August, which attracts motorcycle enthusiasts from all over the world to the island in the Irish Sea.

The first event in this year's programme is the Techno Classica vintage and classic car show in Essen (April 10 to 14). The motto of the Audi stand in Hall 7 is "80 years of the V8 under the sign of the four-rings – engines, models, motor sport". In 1933 Auto Union developed a new V8 engine and exhibited it at the Berlin Motor Show in a Horch 830. 25 years ago the Audi V8 was introduced at the Paris Salon de l'Automobile – a new model with a light alloy eight-cylinder engine and many innovative details; it marked Audi's entry into the premium segment of the car market. Seven Horch and Audi cars will be awaiting the visitors.

The world's largest historic motor sport event takes place from July 12 to 14 in England. This is the twentieth occasion on which the Lord March has invited visitors to Goodwood for the Festival of Speed – and 185,000 are expected to attend on this weekend. In this long-established setting Audi Tradition is commemorating the driver's world rally championship captured in 1983 by Hannu Mikkola. He will himself be seen at the wheel of a recently restored Audi Rallye quattro that was entered for the British Lombard RAC (Royal Automobile Club) Rally in the year that



he took the title. Visitors will also see other legendary cars that will add further excitement to this Festival: the Audi 200 quattro TransAm, with which Audi took the manufacturer's and driver's title in this North American series 25 years ago, and the Auto Union Type C racing car dating from 1936, with twin rear tyres ready for the hillclimb.

On August 25 and 26, when entrants are flagged away in the Classic TT on the Isle of Man, Audi Tradition will have a motorcycle at the starting line for the first time. This commemorates Ewald Kluge's legendary victory 75 years ago: on his 250 cc rotary-valve DKW he was the first German rider to win this event, the toughest motorcycle race in the world. He took the chequered flag no fewer than 11.10 minutes ahead of his nearest rival. As a tribute to Ewald Kluge, Ralph Waldmann, himself twice runner-up in the world motorcycle racing championship, will ride a DKW SS 250 (1938) in the 2013 event.

Other classics in the Audi Tradition event programme are the Donau Classic (June 20 to 22) with Ingolstadt as its centre, and the Heidelberg Historic (July 11 to 13), which calls in at the Audi Forum Neckarsulm on the Saturday. Then there is the 40th International Auto Union Veterans' Meeting from August 2 to 4 in Ingolstadt, which the organisers expect four hundred Audi, DKW, Horch and Wanderer cars to attend.

The Ingolstadt-based Audi Tradition team will be taking part for the first time in the Eifel Rally Festival from July 25 to 27. Entries have already been received from twelve countries all over the world. Harald Demuth, twice German rally champion, will drive an Audi Sport quattro Rallye built in 1984. Another example of Audi's extremely successful rallying activity in the 1980s has a leading role to play in the International Rosfeld Berchtesgaden Edelweiss Hillclimb (September 27 to 29): the Audi S1 Pikes Peak, driven by Walter Röhrl, who was twice world rally champion.

Audi is sponsor of the Youngtimer Classic for the first time on July 20, and will be entering four classic cars. Cars from Ingolstadt will also be showing the flag at the Bodensee Klassik (May 2 to 4), the Sachsen Classic (August 22 to 24), the Kitzbühel Alpine Rally (June 5 to 8) and the Schloss Bensberg Klassik (September 6 to 8), of which a special highlight is the Concours d'Elégance. Another firm date in the calendar is the Gran Premio Nuvolari (September 20 to 22) in Italy.

To conclude the season, the highly popular model car markets will be held in the Audi Forums in Neckarsulm (November 3) and Ingolstadt (December 1).

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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.

Audi has long been fulfilling its social responsibility on many levels – with the aim of making the future worth living for generations to come. The basis for Audi's lasting success is therefore formed by environmental protection, the conservation of resources, international competitiveness and a forward-looking human resources policy. One example of AUDI AG's commitment to environmental issues is the Audi Environmental Foundation. Within the context of "Vorsprung durch Technik", which extends far beyond its products, the Company is directing its activities toward a major goal – comprehensive CO₂-neutral mobility.