



**Tradition Communications**

Peter Kober  
Press Spokesman for Audi Tradition  
Tel: +49 (0)841 89 39628  
e-mail: [peter.kober@audi.de](mailto:peter.kober@audi.de)  
[www.audi-mediaservices.com](http://www.audi-mediaservices.com)

**Tradition Communications**

Renate Stark  
Tel: +49 (0)841 89 92255  
e-mail: [renate.stark@audi.de](mailto:renate.stark@audi.de)  
[www.audi-mediaservices.com](http://www.audi-mediaservices.com)

## **“Forever Young” Calendar from Audi Tradition**

- **12 Audi classic cars from the 1960s to the 1990s**
- **Thomas Frank: “The optimistic outlook of this era is immediately apparent”**
- **Calendar available from November 10**

**Ingolstadt, November 9, 2012 – The 2013 wall calendar from Audi Tradition has arrived! Under the slogan “Forever Young”, it features twelve vehicles from recent chapters in the history of Audi. Automotive photographer Stefan Warter was responsible for the lavish studio shots of the classic cars, which were all built between the 1960s and the 1990s. An individual background was created for each image, with designs by artist Kristina Redeker.**

Ludwig Kraus developed the Audi 100 in the late 1960s, allowing Audi to make the transition to the upmarket midsize segment. A short while later, Hartmut Warkuss designed the Audi 100 Coupé S, a car for individualists that today enjoys cult status. A new and optimistic era had begun. “This zeitgeist is immediately apparent as you leaf through our calendar,” remarks Thomas Frank, Head of Audi Tradition, “regardless of whether you’re looking at the bright yellow Audi 50 from the 70s, the white 80s coupé or the RS2 Avant in the blue that typified the 90s.”

The focus is firmly on the vehicles. “These are the cars that wrote the recent history of Audi, and we wanted them to look like exquisite jewels,” explains Stefan Warter. Audi was able to secure the services of the acclaimed car photographer to work on the calendar for the third successive year. His goal was to produce images that “had neither a montage look nor the visual appearance of computer animations”.

Kristina Redeker created a backdrop for each of the twelve automobiles. It is based on design facets from the given era and ties in with the color and styling of the vehicles portrayed. The resulting photos have a very powerful formal idiom. The individual pages can be viewed close-up; every detail makes an impact. And regarded from a distance, the enthralling colors and design of each car and its background come into their own. There are thrilling contrasts between light and dark, colored and monochrome, refined and flashy, youthful and timeless – in short, “Forever Young”.

The “Forever Young” calendar costs 29.90 euros and will be available from November 10, 2012, when it can be purchased from the Audi museum mobile shop in Ingolstadt or ordered online at [www.audi.de/tradition-parts](http://www.audi.de/tradition-parts).

– End –



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](http://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](http://www.audi-club-international.de)

The Audi Group delivered 1,302,659 cars of the Audi brand to customers in 2011. In 2011, the Company posted revenue of €44.1 billion and an operating profit of €5.3 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 July 2010, CKD production of the Audi Q5 was added to the existing Audi A4 and A6 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 around 65,000 people worldwide, including over 48,000 in Germany. Between 2012 and 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 CO<sub>2</sub>-neutral mobility.