



**Tradition Communications**

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## **Around the world in a year with Audi Tradition**

- **Calendar for 2012 shows Audi classic cars from Eastern Europe to America**
- **13 vehicles from various periods of the company's history**
- **Calendar now available for €29.90**

**Ingolstadt, November 10, 2011 – “Discover Worlds with Audi Tradition”:** This is the title of the Audi Tradition calendar for 2012, with 13 different classic vehicles from the company's history of more than 100 years pictured in 13 different countries – all the way from Eastern Europe to America. The aim is for the cars to tell a story, whether at a classic car event, a photo shoot or in those special moments in years gone by when Audi Tradition rediscovered vehicles from its own history which had almost been forgotten.

A particular insight is provided by the calendar pictures from the USA, Brazil and Peru. It was in 2008 that Audi Tradition rediscovered the missing “last Horch” and took it home to the Audi museum mobile. The Horch 830, built in 1953 and the only one ever manufactured in Ingolstadt, was found at a scrap yard in San Angelo in the south of Texas. The vehicle was at the mercy of the scorching sun in the Texan steppe for more than 40 years, and its recovery is pictured in the new Audi Tradition calendar.

In 2010, Audi historians discovered a Wanderer from 1915 in Lima, Peru: a “Puppchen” with boat-type body, the last of its kind still in existence. And the picture in the calendar is just as unique as the car itself. This Wanderer is photographed in its “home town” of Lima – indeed in one of the less attractive parts of the Peruvian capital.

One shot which is without doubt one of the most spectacular of all was taken in Rio de Janeiro. In the 1950s and 1960s, DKW vehicles were built in Brazil under the licence of Auto Union GmbH, including models which were never manufactured in Ingolstadt, such as the DKW Fissore and the DKW Belcar. These two DKW specimens can be seen together on the picture for April beneath the world-famous statue of Christ, complete with a spectacular view of the “Cidade Maravilhosa”.



Once again this year, the images in the calendar were captured by the photographer Stefan Warter, who lives in Berlin. He also took the pictures for the current Audi Tradition calendar “Timeslip – The Auto Union Silver Arrows on the Original Circuits”, which enjoyed outstanding reviews and received large volumes of orders from all over the world. Warter is generally known as a prominent expert in the area of dynamic visual language. Born in Franconia in southern Germany, he has devoted himself to reportage photography for many years and has worked for magazines such as GEO and Stern; he is particularly notable not just for his eye for the situation but also his outstanding talent for capturing brilliant images with the camera, often in appalling conditions and within the most fleeting of moments. An example of his success in doing so is demonstrated in the cover picture of “Discover Worlds with Audi Tradition”, where he was faced with the challenge of capturing the atmosphere of the “Gran Premio Nuvolari” in Italy, with evening drawing in and with rain falling in the mountains behind Parma.

The calendar “Discover Worlds with Audi Tradition” is available for €29.90 – in the museum shop at Audi museum mobile, by calling +49 (0)841/89-41009, or on the Internet at [www.audi.de/tradition-parts](http://www.audi.de/tradition-parts).

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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](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 around 1,092,400 cars of the Audi brand to customers in 2010. The Company posted revenue of €35.4 billion and an operating profit of €3.3 billion in 2010. In the first half of 2011, the Audi Group sold 652,970 vehicles bearing the four rings worldwide and achieved record figures in terms of revenue (€21.5 billion) and operating profit (€2.5 billion). Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). Aurangabad in India saw the start of CKD production of the Audi A6 at the end of 2007, of the Audi A4 in early October 2008 and of the Audi Q5 in July 2010. Production of the new Audi A1 has been running at the Brussels plant since May 2010. 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 AUDI HUNGARIA MOTOR Kft., Automobili Lamborghini Holding S.p.A. in Sant’Agata Bolognese (Italy) and quattro GmbH in Neckarsulm. Audi currently employs around 60,000 people worldwide, including around 46,600 in Germany. Between 2011 and 2015 the brand with the four rings is planning to invest more than €11 billion, mainly in new products, in order to sustain the Company’s technological lead embodied in its “Vorsprung durch Technik” slogan. By 2015, Audi plans to increase the number of models in its portfolio to 42.

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 newly established Audi Environmental Foundation. Under the heading of "Audi balanced mobility," the Company is directing its activities toward a major goal - comprehensive CO<sub>2</sub>-neutral mobility.