



TV Communications

Florian Otto

Tel: +49 841 89-47562

e-mail: florian.otto@audi.de

www.audi-mediaservices.com

24 Hours of Le Mans: Audi Sport Press Conference, broadcast live on Audi MediaTV

- All details about the race, driver interviews
- Live stream on Audi MediaTV as well as the Facebook pages of Audi Communications, Audi of America and Audi India
- Footage available online

Ingolstadt/Le Mans, June 20, 2013 – For the 15th time, Audi will participate in the world’s premier long-distance race. On June 22 and 23, the crew from Ingolstadt and Neckarsulm will set their sights on a twelfth Le Mans victory. Audi Communications will broadcast the press conference live via Audi MediaTV on

Friday, June 21, 2013

2:00 p.m. Central European Summer Time (CEST)

The brand with the four rings will broadcast the press conference in English at www.audimedia.tv. The event can also be streamed live on websites. Audi Communications will stream the event live in German on its Facebook page, <http://bit.ly/AudiLivestream>. This same live stream can also be incorporated via embed code. In addition, people can stream the press conference on the Facebook pages of Audi of America (www.facebook.com/audi) and Audi India (www.facebook.com/audiindia).

TV footage will be available at www.audi-mediaservices.com, where further information as well as photos and a web video are also available. An overview of all content is provided in the Audi Newsroom at www.audi-newsroom.de.

Audi Communications can provide on-site technical assistance with TV, web TV and radio productions. Please contact Florian Otto at TV Communications if you are interested or have questions.

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In 2012, the Audi Group delivered 1,455,123 cars of the Audi brand to its customers, generated revenue of €48.8 billion and achieved an operating profit of €5.4 billion. The Audi Group is globally present in more than 100 markets and produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary),



Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). The brand with four rings will produce cars also in Foshan (China) as of late 2013 and in San José Chiapa (Mexico) starting in 2016. AUDI AG's wholly owned subsidiaries include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and the sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The Group currently employs more than 70,000 people worldwide, including around 50,000 in Germany. Total investment of approximately €11 billion is planned by 2015 – mainly in new products and sustainable technologies. Audi lives up to its corporate responsibility and has strategically established the principle of sustainability for its products and processes. The long-term goal is CO₂-neutral mobility.