



Communications Audi Tradition

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Two Audi anniversaries at the Techno Classica

- **Audi introduced its Audi V8 model 25 years ago, its historic associate company Horch built its first car with a V8 engine 80 years ago**
- **More than 180,000 visitors expected at the world's largest classic car fair**

Ingolstadt, April 5, 2013 – Audi Tradition is celebrating not one but two anniversaries at the Techno Classica in Essen (April 10 to 14). In Hall 7 of the world's largest classic car fair, the brand with the four-ring emblem is displaying examples from the history of its V8 engines. 80 years have elapsed since Audi's associate company Horch exhibited the new 830 model at the Berlin Motor Show, powered by that company's first V8 engine. 25 years later the Audi V8 went into production and represented a milestone in Audi's history – access to the premium segment of the market.

Ample space for history: the Historical Department of AUDI AG has a 700 square metre stand in Hall 7. Members of the Audi Club International (ACI) are displaying other cars that bear witness to the company's history in Hall 7.1. This gives the four-ring emblem two attractive meeting points for visitors to the world's largest classic car fair.

In 1933, when Auto Union introduced the first Horch with a V8 engine, it reflected know-how from the USA. But the company developed this V8 according to its own principles: one that we would today regard as a high-performance engine with the appropriate sound, although the company's motives were in fact different. Horch, the epitome of luxury car design between the wars, wanted to save space in the engine compartment and cut costs. Since 1927 it had built only cars with straight-eight engines. The new Horch 830 exhibited in Berlin had a three-litre engine and was immediately dubbed the "small Horch". The model designation, 830, indicated the number of cylinders and the displacement. This second model line rounded off the lower end of the Horch product catalogue. At the Techno Classica, Audi Tradition is displaying an extremely rare Horch 830 Sport Cabriolet with coachwork by the Gläser company of Dresden. This car dating from 1933, loaned by the August Horch



Museum in Zwickau, developed a healthy 70 horsepower in its day. To complete the picture, a second outstanding Horch car will also be seen. The streamlined Horch 930 S of 1939 can be regarded as the ultimate Horch V8 development up to the outbreak of the Second World War. Only two of these luxury cars were built, with an aerodynamic body that was well ahead of its time. The war prevented it from going into series production.

One of the highlights of the 1988 Paris Motor Show was the Audi V8. With this model Audi succeeded for the first time since the war in penetrating the large luxury segment of the car market. This eight-cylinder saloon had a great many notable technical features such as permanent all-wheel drive, a light alloy engine with four valves per cylinder, electronically controlled automatic transmission and high-performance disc brakes with the caliper gripping the disc from the inside. The Audi V8 was the manufacturer's first model to offer a combination of automatic transmission and the quattro permanent all-wheel driveline. At the Techno Classica, Audi Tradition is displaying three special exhibits: a V8 from the first production period, the long-wheelbase Audi V8 L introduced two years later and built in small numbers and, as the last of the three, a unique vehicle: a specially built Avant estate-car version of the Audi V8 based on the Audi 200 Avant.

Motor sport is naturally represented too on the Audi Tradition stand. In 1990 Hans-Joachim Stuck drove the Audi V8 quattro in its first racing season to victory in the German Touring Car Championship (DTM). This 462-bhp "chauffeur-driven limousine" is on display together with another Audi Sport legend: the Audi R8. This "Crocodile" was bound to attract attention: at the final race in the American Le Mans Series (ALMS) on December 31, 2000 in Adelaide, Australia, motor sport fans could scarcely believe their eyes: here, in "Crocodile Dundee" country, Allan McNish and Rinaldo Capello went to the starting line in a "Crocodile design" Audi R8. They won the race, Allan McNish took the drivers' championship title and Audi the manufacturers' title.

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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.