



Tradition Communications

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Across Europe with Audi Tradition

- **The “Museum on Wheels” at the classic historic events**
- **On the Mille Miglia starting line after a two-year break**
- **Exhibiting at Techno Classica, the world’s largest historic car show**

Ingolstadt, March 22, 2011 – Audi Tradition is beginning the 2011 historic car season with a very full programme. The heritage department of AUDI AG will have its “Museum on Wheels” on display at more than 30 events. The “classic of classics”, Italy’s world-famous Mille Miglia, is on the programme again following a two-year break. In May, five historic DKW models from the 1950s will make the journey to northern Italy. Before this, Audi Tradition will make an appearance at the world’s largest historic car show, the Techno Classica in Essen.

From March 30 to April 3, more than 160,000 experts and old-car lovers are expected to visit Essen’s Gruga exhibition halls. Audi Tradition’s exhibits are examples from the history of NSU, DKW and of course Audi. While these exhibits are being admired at the Techno Classica, other vehicles from the collection are on the move elsewhere. After a two-year interval, Audi Tradition is once again taking part in the world’s most famous vintage car rally, Italy’s Mille Miglia. The Audi team, consisting of five DKW models from the 1950s, will be at the starting line in Brescia when a field of more than 375 historic cars sets off for Rome (May 12 to 14).

At the Goodwood Festival of Speed in Great Britain (July 1 to 3), Audi Tradition can once again be sure of appearing in front of a big audience. As in previous years, the 160,000 tickets for the world’s largest historic motor-sport event will have sold out in advance. Audi Tradition knows what spectators in the motherland of motor sport want to see: the Auto Union Type C and Type D “Silver Arrows” that won the first English Grand Prix races in Donington Park in 1937 and 1938. A pre-war DKW racing motorcycle and sidecar outfit will also be taking part.

On May 7 and 8, the German state of Baden-Württemberg is celebrating 125 years of the automobile with an event entitled “Automobile Summer 2011”. Audi Tradition will contribute some 40 vehicles to the cavalcade through the city of Stuttgart. Soon after this, from May 25 to 28, five Audi Tradition entries will tackle



the Kitzbühel Alpine Rally on a route passing through the Austrian mountains. The German state of Hesse has not been neglected either: following 2010, when Audi Tradition took part with pre-war racing motorcycles from DKW, this year's entries for the Schottenring Classic Grand Prix will be from the collection of post-war DKW racing bikes from the 1950s. Moving on, the highly popular "Creme 21" rally for modern classics sees the appearance of Audi Tradition entries again after a lengthy interval. The event will be held from September 21 to 25, and an NSU TT and an Audi 50 will be on the starting line.

There are of course many other well-established historic vehicle events at which Audi Tradition is a familiar participant, for example the Silvretta Classic (July 7 to 10), the Ennstal Classic (July 13 to 16), the Sachsen Classic (August 18 to 20), the Eifel Classic (September 29 to October 1) and the Gran Premio Nuvolari in Italy (September 15 to 18). But Audi Tradition naturally responds to the call when a historic car event is held in its own local region, and will therefore be present at the Donau Classic held around Ingolstadt (June 16 to 18) and the Heidelberg Historic (July 28 to 30), which will call at the Audi Forum in Neckarsulm.

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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 sold around 1,092,400 cars of the Audi brand in 2010. The Company posted revenue of €29.8 billion and an operating profit of €1.6 billion in 2009. 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 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 around €11.6 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.