



Communications Motorsport

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Audi puts the DTM on the iPhone

- **Free App for motorsport fans**
- **News, photos, sound bites, videos and much more**
- **Now available from the App Store**

Ingolstadt, April 23, 2010 – Right in time for the start of the new season Audi puts the DTM and all other racing series in which the brand with the four rings is active on the iPhone, the iPod Touch and the new iPad: the “Audi Sport” App is now available for downloading from the App Store – free of charge of course.

The new application offers the latest news, results, point standings, photos, sound bites, videos and background information on Audi AG’s extensive motorsport commitment.

The reports cover the DTM, the Le Mans project and the GT3 customer sport program. The Audi A4 DTM, the R15 TDI diesel race sports car and the Audi R8 LMS are presented in detail as well as all Audi drivers and Audi “factory” teams. A live ticker keeps users up to speed on all major racing commitments.

The App offers media representatives a dedicated service area from which TV footage may be ordered, for example.

During the next few months the App will be progressively extended and enhanced by additional features.



AUDI Group sold around 950,000 cars in 2009. The Company posted revenue of €29.8 billion and an operating profit of €1.6 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 and of the Audi A4 in early October 2008. 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 58,000 people worldwide, including 45,500 in Germany. Between 2010 and 2012 the Audi Group is planning to invest around €5.5 billion in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" slogan. By 2015, Audi plans to significantly 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.