



Tradition Communications

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Audi Tradition – new presence on the Internet

- **Model evolution and motorsport milestones**
- **Company chronicle “Four Rings – the Audi Story” as e-journal**
- **Exciting videos and sound**

Ingolstadt, May 12, 2010 – Audi Tradition now has a new Internet presence online at www.audi.de/tradition, and in English at www.audi.com/history. The new Internet pages provide an interesting insight into the eventful history of AUDI AG with its brands Audi, DKW, Horch, Wanderer, Auto Union and NSU. This is a presentation of “Vorsprung durch Technik” going back more than a century.

The evolution of models from 1901 to 1990 is shown simply and directly with the aid of a large number of photographs and explanatory text. Information on all the earlier companies and brands is provided, together with important motorsport milestones. Emotive videos, pioneering advertising films and rare sound recordings complete the presentation. The company chronicle “Four Rings – the Audi Story” can be called up as an e-journal. The latest news and event dates from Audi Tradition keep classic car fans informed about special exhibitions at Audi museum mobile or wherever historic automobiles and racing cars such as the Auto Union Silver Arrows can be seen at classic car events. The online shop for spare parts makes it easier to track down and purchase the necessary spare parts (www.audi.de/tradition-parts).

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