



Corporate Communications

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Peter Oberndorfer to be new Head of Product Communication at Audi

- **Stefan Moser to take over Motorsport Communication**
- **Jürgen Pippig to be Coordinator for Automotive Publicity**
- **Toni Melfi, Head of Audi Communication: “New formation will enhance the effectiveness of Product Communication“**

Ingolstadt, June 8, 2016 – New responsibilities in parts of the leadership team of Audi Product Communication: As of July 1, Peter Oberndorfer is to assume general responsibility for the communication of product topics and technical subjects, including motorsport. His predecessor, Stefan Moser, will move to the position of Head of Motorsport Communication. Jürgen Pippig, who is currently head of that department, will be responsible for the special publications of Audi Communication as Coordinator of Automotive Publicity.

Toni Melfi, Head of Communication at AUDI AG: “With this new formation, we will enhance the effectiveness of product communication and optimize our structure.” This leadership team continues to include Udo Rügheimer, who manages the departments of Model Series, Innovation and Technology within the area of Product Communication, and Albrecht Trautzburg, who is responsible for Test Car Management and Press Material Editing. Guido Stalman continues to hold the position of Managing Editor within the area of Product Communication at Audi.

Peter Oberndorfer began his career in Cologne in 1982 as an automotive journalist at the magazine *Auto Zeitung*. Between 1988 and 1991, he was a professional factory driver in the German Touring Car Championships (DTM). After that, he returned to journalism. In 2003, he joined AUDI AG, where among other things he was responsible for ten years for benchmarking vehicle projects in the Technical Development division. In that position, he applied the experience he had gained.



Stefan Moser, who has been in charge of Product Communication since 2014, will take over the Motorsport Communication department. There, the former journalist and motorsport commentator will once again be working in an area that he successfully managed at Volkswagen before he came to Audi.

In his new position, Jürgen Pippig, Head of Motorsport Communication since 2005 and also a member of the management board of ITR (the umbrella organization of DTM), will also benefit from his experience and success in his career to date: From 1984 until the end of 1997, he was responsible for the customer magazine *Christophorus* at Porsche AG.

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. In the second half of 2016, the production of the Audi Q5 will start in San José Chiapa (Mexico). 100-percent subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2015, the Audi Group delivered to customers approximately 1.8 million automobiles of the Audi brand, 3,245 sports cars of the Lamborghini brand and about 54,800 motorcycles of the Ducati brand. In the 2015 financial year, AUDI AG achieved total revenue of €58.4 billion and an operating profit of €4.8 billion. At present, approximately 85,000 people work for the company all over the world, about 60,000 of them.