



Tradition Communications

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"Berlin Calling": new calendar from Audi Tradition

- **On a journey of discovery in Berlin with twelve classic cars from Audi and NSU**
- **Available now for 29.90 Euros at www.audi.de/tradition-parts**

Ingolstadt, December 7, 2016 – The new wall calendar from Audi Tradition for 2017 is titled "Berlin Calling". Renowned automobile photographer Stefan Warter presents twelve Audi and NSU vintage and classic cars in the German capital city. The Audi Tradition Calendar 2017 is available now, priced 29.90 Euros.

Berlin, the metropolis with historic buildings, cultural institutions steeped in tradition and contemporary architecture, is a centre of attraction for an international scene that is keen to experiment. And for that reason the capital is the perfect stage for the twelve pages of the new calendar from Audi Tradition. "We wanted to immerse ourselves in this atmosphere. Here we wanted to find the ideal settings for the calendar. The challenge was to present the automobile classics in a suitable setting and at the same time tell a short story about Berlin," explains photographer Stefan Warter.

Top-quality photos packed with atmosphere make this journey through Berlin an authentic experience. In January, an Audi 100 C1 transports the observer to the Glienicke Bridge, which at the end of the 60s was the setting for a number of spy stories. In March the V8 L glides past the chancellery on a pontoon reminding us of its role as the first representational Audi Saloon in the government district. October radiates irony: an Audi 100 C3 stands as a waiting taxi at Berlin Brandenburg airport.

Month after month the Audi Tradition calendar reveals a new episode – the air of Berlin feels close enough to breathe. The main role in every scene is a classic car from the Audi brand. The oldest exhibit is the Audi 100 LS, built in 1974 and the most recent one is an Audi Coupé S2 from 1995. The only exception in the series of Audi models: the NSU Ro 80. In 2017, it will celebrate its 50th birthday. The NSU Ro 80 was the world's first series production vehicle, launched onto the market with a twin-rotor Wankel engine, and set new standards in automobile design with its futuristic wedged body line. On the June calendar page, the Ro 80 makes a stop in Friedrichshain, Berlin's hip quarter.

"Berlin Calling" is now available for 29.90 Euros in the shop at the Audi museum mobile in Ingolstadt and in the Tradition Shop in the Audi Forum Neckarsulm. The calendar can be ordered online at www.audi.de/tradition-parts.



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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, 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 in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.