



Tradition Communications

Renate Stark

Telephone: +49 841 89-92255

Email: renate.stark@audi.de

www.audi-mediacyenter.com

Audi Tradition's debut at the AvD-Histo-Monte

- **Walter Röhrl at the wheel of an Audi quattro which is entering for the first time**
- **Regularity rally from 7 to 11 February 2017, starting in Frankfurt**

Ingolstadt, 31 January 2017 – Double premiere for the start of the 2017 season: from 7 to 11 February, Audi Tradition will participate for the first time in the AvD-Histo-Monte, Germany's biggest classic car winter rally. The double world rally champion Walter Röhrl will be piloting an Audi quattro specially adapted for regularity rallies.

Walter Röhrl will turn seventy this year. The four-time Monte-Carlo rally champion takes the wheel once more, in the "mother of all rallies" over the toughest mountain passes, rather fittingly in an Audi quattro. "I'm delighted to take the old trials of the AvD-Histo-Monte just for fun and without any pressure. The Audi quattro is the perfect car for it, because you don't have to worry about not managing to climb a hill," Röhrl explained. Born in Regensburg, he joined Audi in 1984 after many different stations and successes in international rally sports. In his very first year as a works driver for Audi, he won his fourth victory at the "Monte" together with co-pilot Christian Geistdörfer, in an Audi Rally quattro A2.

At the classic Histo-Monte winter rally, contestants have to cover 1,800 kilometres in unpredictable weather conditions. Audi Tradition does not want to subject the material of the valuable original racing cars to this challenge. Accordingly, Audi Tradition has built a car especially for such events: the bodywork is from an Audi Rally quattro A2 which Audi Sport used as a test car and later as a show car in the 1980s. Subsequently, the car was added to the historical collection of Audi Tradition. The body and the interior are of the technological standard of the 1980s. The vehicle's livery is also authentic. Instead of maintenance-intensive racing technology, the suspension and drive train are from the Audi quattro series-production model.

"Our new vehicle opens up completely new possibilities for us," explained Timo Witt, Head of the Historic Vehicle Collection at Audi Tradition. "We protect our historic racing cars as an automobile heritage. While, at the same time, offering the fans and spectators a great experience." Audi Tradition is exhibiting two original competition cars at the start of the rally: the Audi Rally quattro A2, built in 1984, and the Audi Sport quattro S1, built in 1985.

This year, the AvD-Histo-Monte celebrates its 25th year. The routing of the regularity rally is



based on previous Monte Carlo rallies. Approximately 80 participants will be setting off from Frankfurt this year, and they will be awaited at intermediate stops including Freiburg, Aix-les-Bains, Cannes and the legendary Col de Turini, before arriving four days later at the traditional finish in the harbour of Monte Carlo.

– End –

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. 100-percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2016, the Audi Group delivered to customers about 1.871 million automobiles of the Audi brand, 3,457 sports cars of the Lamborghini brand and 55,451 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 88,000 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.