



Sport Communication

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Successful Alpine World Ski Championships for Audi in St. Moritz

- **Swiss winter sports resort “Home of quattro” for two weeks**
- **Medal winners hosted at Audi Lounge**
- **Ski stars master Audi #SuperQ**

Ingolstadt/St. Moritz, February 19, 2017 – Two weeks of highlights on and off the ski slopes: During the 44th FIS Alpine World Ski Championships in St. Moritz (Switzerland) Audi once again underpinned its position as a strong partner of international skiing. Along the Corviglia world championship course, the brand with the four rings was featured as a constant companion of the Alpine competitions and thrilled visitors off the slopes with quattro experiences on snow and ice.

The emotional opening ceremony at the Swiss resort St. Moritz rang in the seventh Alpine World Ski Championships with Audi as the Presenting Partner. In eleven events, the world’s best skiers competed for medals and kept the more than 160,000 visitors thrilled and watching with bated breath. Like two years ago during the World Ski Championships in Vail/Beaver Creek, the Austrian Ski Association including the five-time overall World Cup winner and brand new World Champion in slalom and giant slalom events, Marcel Hirscher, with a total of nine medals, again achieved the most successful tally of all 76 nations.

The best view of the races was enjoyed by ski fans in the coveted quattro seats. Participants in a contest had the chance to secure the heated seats at the level of the finish arch. On the evening of each race day, another highlight was on the agenda for the guests of the Audi Lounge at Kulm Park: ex skiing pro and presenter Marco Büchel welcomed the medal winners of the day for interviews.

Off the slopes, Audi treated numerous ski stars to a welcome change of pace from the normal competitions. Audi DTM star and World Rallycross Champion Mattias Ekström invited athletes from various nations to take part in the Audi #SuperQ. At the wheel of sporty Audi models, the ski racers mastered a course made up of snow and ice. Ekström and his fellow rallycross driver Toomas Heikkinen provided valuable tips for handling a car with studded tires and four-wheel drive.

However, not only the athletes got their money’s worth in every respect during their quattro experience. Over 2,000 world championship visitors signed up for the Audi driving experience



during the two-week sporting event and got a compelling impression of the permanent four-wheel drive system.

In less than one week's time, the speed men will be battling for points again in Kvitfjell (Norway) and the women in Crans-Montana (Switzerland) in the Audi FIS Ski World Cup. Ultimately, in the finale in Aspen (USA) from March 15 to 19, the decision will be made about who will take one of the crystal balls home.

Additional photographs of Audi's activities during the world championships can be found in the **Audi MediaCenter** (direct link: http://bit.ly/fis_wsc).

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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. 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.