



**Sport Communication**

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## **Audi supports FIS Nordic World Ski Championships in Lahti**

- **60 nations to battle for medals in Finland from February 22 to March 5**
- **Audi official partner of Nordic World Ski Championships**
- **Premium brand to showcase current models**

**Ingolstadt, February 20, 2017 – From the downhill run to the cross-country skiing trail, from Switzerland to Finland: Audi is an official sponsor of the FIS Nordic World Ski Championships in Lahti starting this Wednesday. Most recently, the brand had supported the FIS Alpine World Ski Championships in St. Moritz as Presenting Sponsor.**

60 nations, more than 700 athletes, 21 disciplines – the Finnish city of Lahti is now hosting the Nordic World Ski Championships for the seventh time. Audi will be featured there this year as a partner of the athletes and, in addition, offering activities off the trail as well. During a “VR Experience,” visitors will have the opportunity to witness ski jumping in the virtual world. At several locations, Audi is going to showcase current models. One of the highlights: at the “Home of quattro,” visitors will be able to familiarize themselves with all the members of the Q family and to test drive them.

As an official sponsor the four rings will be visible in many places in Lahti during the twelve days of the Nordic World Ski Championships: on banners along the cross-country skiing trails and at the ski jumping hills, on the walls behind winners’ rostrums and on the bibs worn by the athletes in the sprint races. To the organizational committee of the competitions Audi is providing cars, including Audi Q7 e-tron, A6 allroad quattro, A6 Avant and A4 allroad quattro. To fans at the venue the premium brand will be making internet access available via Audi-WiFi.

The partnership with the World Championships is part of an extensive commitment in Nordic winter sports. Since 2013, Audi has been the principal sponsor of the Nordic Combination World Cup and since the 2014/2015 season, partner of the FIS Cross-Country Skiing and Ski Jump World Cups. The Four-Hills Tournament and the FIS Ski Flying World Championships are held under the banner of the four rings as well.

– End –

**Fuel consumption of the models named above:**



**Audi Q7 e-tron:**

Combined fuel consumption in l/100 km: 1.9–1.8\*\*  
Combined electricity consumption in kWh/100 km: 19.0–18.1;  
Combined CO<sub>2</sub> emissions in g/km: 50–48\*\*

**Audi A6 allroad quattro:**

Combined fuel consumption in l/100 km: 6.5–5.6\*\*  
Combined CO<sub>2</sub> emissions in g/km: 172–149\*\*

**Audi A6 Avant:**

Combined fuel consumption in l/100 km: 7.1–4.4\*\*  
Combined CO<sub>2</sub> emissions in g/km: 169–114\*\*

**Audi A4 allroad quattro:**

Combined fuel consumption in l/100 km: 6.7–4.9\*\*  
Combined CO<sub>2</sub> emissions in g/km: 154–127\*\*

\*\* Figures depend on the tire/wheel set used.

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.