



Sport Communication

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Audi ready for new golf season

- **27th season of Audi quattro Cup for amateurs**
- **Audi presents KRAMSKI Deutsche Golf Liga (DGL)**

Ingolstadt, February, 2017 – Like Audi, golf fascinates with precision and technical accomplishment. That is why the premium manufacturer in 2017 again supports an extensive program for professional and amateur golfers. The 27th edition of the global Audi quattro Cup and the presentation of the KRAMSKI Deutsche Golf Liga (DGL) are the highlights of the season.

For the second consecutive time, Audi partners with the DGL, the platform for team golf in Germany. Following five match days a Final Four of the best four teams of the first league (1. Bundesliga) is held. The opener of the North and South leagues will take place on May 7 and the Final Four will be hosted by Kölner Golfclub (Cologne Golf Club) this year from August 19 to 20. The organizers are expecting more than 3,000 spectators to attend the showdown at which Audi will be presenting a “Fastest Drive Action.” In addition, each of the 2017 German team champions (women and men) will be provided with a current Audi model for one year.

Inseparably linked with the brand is the Audi quattro Cup. Since 1991, far more than a million amateur golfers have participated in the tournaments held as “foursomes with selected drive” at the invitation of regional Audi partners. This year, the participants will be playing the German finale in Bad Saarow from August 28 to September 1. The winners from all nations are going to meet for the world finale at the Quivira Golf Club (Mexico) from December 1 to 6. The Audi Ladies Cup played at 120 golf clubs has been the equivalent tournament for female golfers since 1995.

Audi is the Premium Partner this year again of Hartl Resort Bad Griesbach where the guests have been playing their rounds at the Audi Golf Course since 2015. In addition, close partnerships exist with Golf Club Ingolstadt and Wittelsbacher Golf Club as well as the Golf Festival Kitzbühel. In the “Streif Attack” event to be held there on June 22, the participants will have to master twelve holes along the legendary Hahnenkamm downhill ski run.

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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.