



**Sport Communication**

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## **Audi a strong partner in the 16/17 winter sports season**

- **Alpine and Nordic World Ski Championships under the banner of the four rings**
- **Brand supports athletes and national associations on and off the slopes**
- **Mikaela Shiffrin and Marcel Hirscher win the Audi FIS Ski World Cup**

**Ingolstadt, March 21, 2017 – Audi looks back on a winter sports season of superlatives: the highlight was the Audi FIS Ski World Cup, which ended this weekend with the finale in Aspen (USA), as well as the Alpine World Ski Championships in St. Moritz (Switzerland) and the Nordic World Championships in Lahti (Finland).**

Mikaela Shiffrin and Marcel Hirscher were the stars of this **Audi FIS Ski World Cup** season. While the Austrian received the huge crystal ball trophy for first place for already the sixth time in a row, winning the World Cup is a premiere for the 22-year-old American. The last rounds in Aspen last weekend were also the last in the 15th season in which Audi has been the title sponsor of the international competitions. Even off the slopes, the brand is present with its logo and offers an extensive program for fans and athletes.

Audi was also involved in the **FIS Alpine Ski World Championships** in St. Moritz, accompanying as a presenting sponsor. It was already the eighth World Championships under the banner of the four rings. This year, there was excellent atmosphere once again: a total of 160,000 visitors witnessed the eleven title deciders live. 2,000 guests were impressed by the advantages of the all-wheel drive quattro on snow and ice at the Audi driving experience. Every evening, the Audi Lounge at the Kulm Park of St. Moritz was the hot meeting place for medalists, media and guests.

Audi was official sponsor at the **FIS Nordic World Ski Championships** in Lahti. The partnership with the World Cup is part of the extensive commitment to Nordic winter sports. Since 2013, Audi has been the main sponsor of the Nordic Combined World Cup, and since the 2014/2015 season it has been a partner of the FIS Cross-Country Skiing and Ski Jumping World Cup. The Four Hills Tournament at the turn of the year was also held under the banner of the four rings.

The second edition of the **Audi quattro Ski Cup** was also a complete success. At the invitation of Audi, amateurs experienced a real world cup feeling. Some 3,000 customers and skiing hobbyists from Austria, France, Germany, Italy and Switzerland participated. The world finale



with 200 participants will take place in Madonna di Campiglio (Italy) next weekend. Then, prominent team captains such as the ex-skiers Markus Wasmeier and Didier Cuche will accompany the finalists in the individual and team competitions.

For a sixth year, Audi has also accompanied the **FIS Ski Cross World Cup** as the title sponsor. The discipline was particularly popular with young winter sport fans. The protagonists this season: the two Canadians Marielle Thompson and Brady Leman. They won the overall World Cup, during which the athletes jumping over an Audi R8 in the final in Blue Mountain, Canada was a special highlight.

Another highlight on the Audi winter sports calendar is still to come: the season finale of the spectacular **Freeride World Tour**. The fifth and last stop will be held like every season in Verbier, Switzerland. This year it will be held in the first week of April. Audi has been an official partner of the Tour since 2013.

In addition, Audi supports the athletes of the international winter sports also away from the official competitions. The brand is the sponsor and car partner of the alpine teams from Austria, Bulgaria, Canada, China, Czech Republic, Finland, France, Germany, Italy, Liechtenstein, the Netherlands, Norway, Spain, Sweden, Switzerland and the United States. Some of these teams regularly train at the Audi Wind Tunnel Center in Ingolstadt. In addition, athletes are frequently taking part in an Audi driving experience on snow or in the headquarters of the Audi Motorsport Department in Neuburg an der Donau.

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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 1.868 million automobiles of the Audi brand, 3,457 sports cars of the Lamborghini brand and 55,451 motorcycles of the Ducati brand. In the 2016 financial year, AUDI AG achieved total revenue of €59.3 billion and an operating profit of €3.1 billion. At present, approximately 88,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.