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Audi Sport racing academy – promoting talent

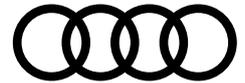
- **Systematic coaching by experienced trainers and mentors**
- **Three male, two female candidates in the 2017 season**
- **Junior drivers competing in the Audi Sport TT Cup and the ADAC GT Masters**

Ingolstadt/Neuburg, April 13, 2017 – The Audi driving experience is now redirecting its program in motorsport: the team around the driver coach and mentor Sepp Haider will focus on the promotion of young talents in the Audi Sport racing academy. In addition to theoretical and sports training, the academy’s comprehensive program also includes practice in the Audi Sport TT Cup and, for the first time, in the ADAC GT Masters.

“After the successful era of customer racing programs, we are delighted to be taking the next step,” says Klaus Demel, Head of Audi driving experience. “Promoting young talent is now at the heart of our motorsport activities. Sepp Haider and his team of instructors will mentor the young drivers to prepare them for a professional career.” In addition to the 16-year-old Hungarian Vivien Keszthelyi, who has been promoted since 2016, 24-year-old Mikaela Åhlin-Kottulinsky from Sweden, 16-year-old Ricardo Feller from Switzerland and Austrian 19-year-old Chris Höher are also very pleased with the promotion. 28-year-old German racing driver Elia Erhart completes the squad, bringing his experience that will certainly be of benefit to the young drivers.

More than 1,000 customers have got to know the Audi R8 LMS since 2010 in the former Audi race experience – through individual training events and experiences, as well as through customer motorsport at the Nürburgring. In 2017, a new chapter begins, which will be defined by the promotion of young talent: the Audi Sport racing academy, launched last year, will select international aspirants with the aim of introducing them to professional motorsport. The program intends to develop the participants’ driving skills and optimize their physical and mental fitness. In addition, it will provide an introduction to racing technology and familiarize them with dealing with sponsors and the media. The training courses will take place on the premises of Audi Neuburg. They can eventually put their learned knowledge into practice by racing in the Audi TT cup and the Audi R8 LMS. Marc Klöppel and Gerd Lambert’s TKL Motorsport team, which has previously prepared and used the Audi race experience GT3 cars, will now enter two Audi R8 LMS cars from the Audi Sport racing academy in the ADAC GT Masters as well.

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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 12 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 fiscal 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.