

**Communications Motorsport**

Jürgen Pippig  
Telephone: +49 (0)841 89 34200  
E-Mail: motorsport-media@audi.de

Eva-Maria Veith  
Telephone: +49 (0)841 89 33922  
E-Mail: eva-maria.veith@audi.de

2 October 2008

## **ACO presents Le Mans trophy to Audi**

- **Second hat-trick for Audi at the 24 Hours of Le Mans**
- **Official trophy presentation at Volkswagen Group event in Paris**
- **ACO President honours AUDI AG Le Mans victories**

**Ingolstadt/Paris – In addition to twelve Volkswagen Group world premieres more than 1,000 journalists from around the world witnessed yet another highlight on the eve of the Paris Motor Show: Jean-Claude Plassart, President of the Automobile Club de l'Ouest (ACO) officially presented AUDI AG with the 24 Hours of Le Mans winners' trophy during the Volkswagen Group evening.**

The prestigious trophy is actually a challenge cup that the Le Mans winner can only hold for a year before returning it to the ACO before the start of the next race. An automobile manufacturer can only keep the trophy for ever if it wins the 24 Hours of Le Mans three times in succession with the same team.

Audi now achieves this hat-trick for the second time after 2000, 2001 and 2002: Audi Sport Team Joest won three times in succession in 2006, 2007 and 2008 with the revolutionary Audi R10 TDI. They were the first ever victories for a Diesel Sportscar in the history of the 24 Hours of Le Mans and further proof for the innovative power and entrepreneurial courage of AUDI AG.

ACO President Jean-Claude Plassart honoured Audi's eight victories in the 24 Hours of Le Mans in his speech, before presenting the trophy amidst roaring



applause to Rupert Stadler, Chairman of the Board of the AUDI AG, Head of Audi Motorsport Dr Wolfgang Ullrich and Le Mans record winner Tom Kristensen.

“Le Mans is and will remain one of the greatest challenges in motorsport,” said Rupert Stadler. “We are proud to have taken the hat-trick for a second time.” Stadler emphasised the special performance of the entire team this year, as it won the world's toughest race against incredibly tough opponents. Le Mans and Audi are very closely linked, which is expressed in an advertising campaign which Audi starts in the forthcoming days. Media representatives were presented with a first motif of “Le Mans” and “Le Audi”.

“The trophy will find pride of place in Ingolstadt,” said Stadler. Beforehand the impressive trophy will be on display on the AUDI AG stand during the Paris Motor Show.

- Ends -

**Photographs and information available at [www.audi-motorsport.info](http://www.audi-motorsport.info)**

AUDI AG sold a total of 964,151 cars in 2007 and thus achieved its twelfth consecutive record year. With revenue of € 33,617 million and profit before tax of € 2,915 million, the company attained its best figures ever. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). At the end of 2007, production of the Audi A6 started in Aurangabad, India. The company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include Automobili Lamborghini Holding S.p.A. in Sant'Agata Bolognese, Italy, and quattro GmbH in Neckarsulm. Audi employs about 57,000 people worldwide, including 45,000 in Germany. The brand with the four rings invests more than € 2 billion each year in order to sustain the company's technological lead embodied in its “Vorsprung durch Technik” slogan. Audi plans to significantly increase the number of models in its portfolio by 2015 to 40.