

Sport Communication

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Four top clubs in Audi Cup

- **On the pitch: FC Bayern München, Atlético de Madrid and Liverpool FC**
- **Advance ticket sales have started: day tickets from 20 euros**
- **“Das Erste” to air live coverage from Allianz Arena on August 1 and 2**

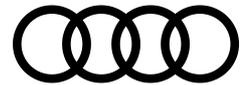
Ingolstadt, May 12, 2017 – The date for the fifth edition of the Audi Cup has been confirmed. On August 1 and 2, at Audi’s invitation, four top international clubs will be pitted against each other. Audi announced today the first participants and kicked off advance ticket sales. A premiere: the coaches of the visiting teams took part in the press conference via live holographic video conferencing.

In addition to host FC Bayern München, Audi has managed to secure the participation of Liverpool FC and Atlético de Madrid in the Audi Cup. Combined, these three teams alone have won 55 national championship titles. The fourth participant will be announced at a later date. “We look forward to two fantastic days of football in Munich. The Audi Cup by now has truly become an institution and with its high-caliber participants and tremendous atmosphere at the Allianz Arena has acquired an excellent international reputation,” says Dr. Dietmar Voggenreiter, Member of the Board of Management, Sales and Marketing, AUDI AG.

While Carlo Ancelotti was taking his seat on the stage at today’s press conference, his fellow coaches, Jürgen Klopp (Liverpool FC) and Diego Simeone (Atlético de Madrid), joined him “live” on Säbener Straße in Munich as 3D holograms. Stereoscopic broadcast technology makes the holograms visible in real time and 3D without requiring additional accessories such as special glasses. As a result, the journalists were able to address their questions to all three coaches – the holographic press conference is regarded as a world premiere in international sports. Another advantage: Jürgen Klopp and Diego Simeone saved a total of 5,300 kilometers of air travel and some 15 hours of travel time.

“The fans are going to witness two spectacular match-days at the Allianz Arena and on television. From a sporting perspective, the Audi Cup featuring these top clubs is an important element in the preparation for the new season that will kick off only two weeks later,” says Karl-Heinz Rummenigge, Executive Board Chairman of FC Bayern München AG.

On Tuesday, August 1, two semi-finals will be held. Initially, the losing teams are going to play for third place on Wednesday, August 2, before the winners are pitted against each other in the



final. The kick-off times will be 17:45 and 20:30 (CEST), respectively, each match lasting 90 minutes. As a result, the spectators get to watch all four clubs on both days. Tickets can now be purchased at www.audicup.com. Day tickets are available from 20 euros. Two years ago the Allianz Arena was sold out on both match-days. Those who are unable to secure a ticket will be able to watch the event on television, as ARD will be airing live coverage from the stadium on both days on “Das Erste”.

Additional photos from the press conference are available at www.audi-mediacyber.com/en/football-283. Video content is available at 16:00 (CEST) at www.audimedia.tv/en.

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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.