



Sports Communications

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Kieler Woche 2017: sailing with Audi

- **The largest sailing regatta in the world under the banner of the four rings**
- **The premium brand is present with a wide program on the Kiel Fjord**
- **Audi e-tron Cup with stars from sport and show business**

Ingolstadt, June 13, 2017 – Audi brings the fascination of sailing from water to land: The premium brand accompanies Kieler Woche from June 17 to 25 with celebrity guests and a diverse supporting program. The brand from Ingolstadt presents itself at the largest sailing regatta in the world for the eighth time in a row.

Audi's involvement in Kieler Woche is representative of its diverse and long-term commitment to the world of sailing. The center point of Kieler Woche is the 'Audi Sailing Arena' at the Olympic harbor in Schilksee. Taking place there are victory ceremonies and interviews with the athletes, as well as exhibitions of Audi models from its sporty product range: from the Audi Q2, Q5 and Q7 e-tron, to the new RS 5 Coupé and the visionary Audi e-tron Sportback concept. There is also a trailer service for all sailors with 20 Audi Q7 cars and as a shuttle service for all guests 20 Audi Q7 e-tron cars will be in use.

The Audi boat house is equipped with interior walls made of sailcloth and will once again be a popular meeting place for the stars of the action in 2017. In the Virtual Reality Area, the premium brand provides spectacular insights into its sporting commitments. Audi Sailing ambassadors are expected at the Audi boat house talk, including Victoria Jurczok and Anika Lorenz (sailing boat class 49erFX), Justus Schmidt and Max Boehme, Erik Heil and Thomas Plöbel (both 49) and Philipp Buhl (Laser).

Audi also supports the "Kieler Woche.TV" channel, letting fans around the world experience the sailing regatta with fascinating camera perspectives and GPS tracking. Last year alone saw 500,000 viewers tune in to "Kieler Woche.TV powered by Audi."

Audi is also involved with environmental protection during the event. Together with young volunteer sailors, the premium brand organizes a beach clean-up as well as the cleaning of the harbor basin in Kiel-Schilksee. A so-called "Seabin", a floating buoy that collects plastic and garbage from the sea on its own, is also used.

Prominent members of the Audi family will once again be taking part in the Audi e-tron Cup on the Kiel Fjord in 2017. Formula E and Audi factory driver Lucas di Grassi as well as Le Mans



legend Tom Kristensen and the winter sportsmen Benedikt Mayr and Daniel Bohnacker secured a starting place. Olympic hockey gold medalist Moritz Fürste is also on board, as are David Elsner, Fabio Wagner and coach Tommy Samuelsson from the ice hockey club ERC Ingolstadt, Hauke Wahl from FC Ingolstadt 04, TV presenter Kena Amoa as well as the models Mirja du Mont, Anna Hiltrop and Daniela Michalski and the actors Simon Licht and Fahri Yardim. They all sail in the almost seven-meter-long J/70 boats, which are also used by the German Sailing League (DSBL). Also in the fifth year of this sailing league, Audi is an exclusive partner and strengthens the nationwide cooperation between Audi dealers and local sailing clubs.

– End –

Fuel consumption of the models named above:

Audi Q2

Combined fuel consumption in l/100 km: 5.8–4.1;
CO₂ emission combined in g/km: 134–109

Audi Q5

Combined fuel consumption in l/100 km: 7.1–4.5;
CO₂ emission combined in g/km: 162–117

Audi Q7 e-tron 3.0 TDI quattro

Combined fuel consumption in l/100 km: 1.9–1.8;
Electricity consumption combined in kWh/100 km: 19.0–18.1;
CO₂ emission combined in g/km: 50–48

Audi RS 5 Coupé

Combined fuel consumption in l/100 km: 8.7;
CO₂ emission combined in g/km: 197

Audi Q7

Combined fuel consumption in l/100 km: 6.2–5.5;
CO₂ emission combined in g/km: 163–144

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.