

**Sport Communication**

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## **For the Audi Cup, Audi and Airbnb transform stadium into a home**

- **Guests to be taken to stadium in Audi A7 piloted driving concept**
- **National player Jérôme Boateng to act as host for the home at the pitch-side**

**Ingolstadt, July 14, 2017 – Audi and Airbnb are going to transform the Allianz Arena into a special home for football fans for the 2017 Audi Cup in early August. A family will have the chance to win an overnight stay directly on the sidelines via Airbnb and be able to watch the games on both match days from their temporary home, with national player and world champion Jérôme Boateng acting as their host.**

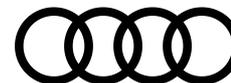
Audi and Airbnb are partnering for the fifth edition of the Audi Cup on August 1 and 2. Together both companies will make it possible for a family to watch events on both match days directly on the sideline of the Allianz Arena and to even spend the night there. The featured matches are between FC Bayern München, Atlético de Madrid, Liverpool FC and SSC Napoli. The accommodations specifically set up for the Audi Cup will appear as a living room during the day and at night provide the comfort of a bedroom allowing the family to spend the night directly next to the pitch.

After their arrival at the Munich airport, an Audi A7 piloted driving concept will drive the guests autonomously to the stadium for a peek behind the scenes of the Audi Cup. Jérôme Boateng will welcome the winners to their unique temporary home. The family's children will be able to walk their favorite players onto the pitch before kickoff and subsequently celebrate with the winning teams on the playing field.

To enter, families just need to introduce their family and tell more about the best football-related memory they've shared together. The most original and creative submission is up for the win. Interested families can participate at [www.airbnb.com/night-at/audicup](http://www.airbnb.com/night-at/audicup). Those drawing a blank can still watch the Audi Cup live – from the grandstands. Tickets for both match days are available at [www.audicup.com](http://www.audicup.com). Day tickets start selling for 20 euros.

Additional photos are available at [www.audi-mediacyenter.com/en/football-283](http://www.audi-mediacyenter.com/en/football-283).

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### **Terms of participation (excerpt)**

Participants who have reached the age of 18 at the time of participation may enter the Contest from July, 14th 2017 at 10 am Central European Summertime until July 23rd 2017 at 11:59 pm Central European Summertime by following the process below. Submissions must be received through the below process by the close of the Contest to be eligible. To participate in the Contest you have to:

1. Sign in with an Airbnb account.
2. Go to the [www.airbnb.com/night-at/audicup](http://www.airbnb.com/night-at/audicup) competition listing page.
3. Click on the "Enter to Win" button.
4. In the form provided write an artistic and creative story of 550 characters maximum – in English, German, Spanish, or Italian – introducing you and your family members that will join you and telling your most memorable football moment for you and your family.

The Contest is open for residents of the following countries only: United Kingdom, Italy, Spain and Germany.

You can find the full terms & conditions at [www.airbnb.com/night-at/audicup](http://www.airbnb.com/night-at/audicup).

### **About Airbnb**

Founded in 2008, Airbnb's mission is to create a world where people can belong when they travel by being connected to local cultures and having unique travel experiences. Its community marketplace provides access to millions of unique accommodations from apartments and villas to castles and treehouses in more than 65,000 cities and 191 countries.

With Experiences, Airbnb offers unprecedented access to local communities and interests, while Places lets people discover the hidden gems of a city as recommended by the people that live there. Airbnb is people powered and the easiest way to earn a little extra income from extra space in a home or from sharing passions, interests and cities.

### **About Audi**

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.