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## **3,200 Euro for SOS Kinderdorf**

- **Audi Sport Team Phoenix auctions memorabilia**
- **Lap of honor for Audi R8 GT Spyder**
- **LED messages on car and computer graphics on the ground**

**Ingolstadt/Nürburg, June 25, 2011 – There was also a plenty on offer in the Eifel around the Audi factory entry during the 24-hour race at the Nürburgring.**

Fans with a heart: an auction at the Phoenix store on the Ring Boulevard raised the princely sum of 3,200 Euro. In addition to a helmet and original race suit from Le Mans winner **Marcel Fässler** two bobby cars sporting the colors of the two Audi Sport Team Phoenix Audi R8 LMS sportscars were also auctioned. The proceeds go to the SOS-Jugendhilfe Hünstetten-Taunusstein.

Presence around the track: Audi was not only clearly evident on the grid at the 24 hours Nürburgring. All around the event **30 Official Cars** ranging from the Audi A1 to Audi Q7 were available for the organizers.

Lawn art: alongside two new pit lane arches in Terminal look, two grassed areas in Audi look also grabbed attention at the 39th running of the endurance classic. The logos were produced by **computer controlled painting robots** at the Hatzenbach and Hohenrain track sections and were created in such a way that they are portrayed in the best possible way through the TV camera perspective.

Tantalizing exhibition at Audi Drive Away: no less than 50 examples of the Audi R8 – from R8 via the R8 V10, R8 Spyder to an R8 GT – completed a lap around the Nordschleife on Saturday before the race. Audi handed over the high-performance sportscars to dealers in the region. Immediately before the start of the race the brand new **Audi R8 GT Spyder**, presented two weeks ago at Le Mans, drove around the Nordschleife.

Guests in the Eifel: **Arno Zensen**, Team Boss of Audi Sport Team Rosberg in the DTM, visited the 24 hours Nürburgring. Audi factory driver **Rahel Frey** followed the



race on Saturday and Sunday from the track. Former Rally World Champion **Christian Geistdörfer**, formerly co-driver for Walter Röhrl in the Audi factory team, visited his former employer in the paddock on Thursday. **Erik Behrens**, currently fourth in the Swedish GT Championship standings with his Audi R8 LMS, also visited Audi in the Eifel.

Electrified: **Frank Biela** and **Marc Basseng** each celebrated a race win in a slot car competition around the “Südschleife”. **Miguel Molina**, a slot car driver in his spare time, was also an enthusiastic visitor to the scale model race event.

Fan messages: **Audi race experience** requested fans send well wishes and greetings by Facebook. These were displayed using an LED device on the B pillars of the two Audi R8 LMS with start number “28” and “29”. The cars conjured up to eight messages per lap on Thursday during first qualifying in the Eifel night.

The Audi Group sold around 1,092,400 cars of the Audi brand in 2010. The Company posted revenue of €35.4 billion and an operating profit of €3.3 billion in 2010. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). Aurangabad in India saw the start of CKD production of the Audi A6 at the end of 2007, of the Audi A4 in early October 2008 and of the Audi Q5 in July 2010. Production of the new Audi A1 has been running at the Brussels plant since May 2010. The Company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include AUDI HUNGARIA MOTOR Kft., Automobili Lamborghini Holding S.p.A. in Sant'Agata Bolognese (Italy) and quattro GmbH in Neckarsulm. Audi currently employs around 60,000 people worldwide, including around 46,600 in Germany. Between 2011 and 2015 the brand with the four rings is planning to invest around €11 billion, mainly in new products, in order to sustain the Company's technological lead embodied in its “Vorsprung durch Technik” slogan. By 2015, Audi plans to increase the number of models in its portfolio to 42.

Audi has long been fulfilling its social responsibility on many levels – with the aim of making the future worth living for generations to come. The basis for Audi's lasting success is therefore formed by environmental protection, the conservation of resources, international competitiveness and a forward-looking human resources policy. One example of AUDI AG's commitment to environmental issues is the newly established Audi Environmental Foundation.