



Sport Communication

Iris Altig
Tel: +49 (0)841 89 39505
E-mail: iris.altig@audi.de
www.audi-mediaservices.com

Dr. Elke Bechtold
Tel: +49 (0)841 89 36193
E-mail: elke.bechtold@audi.de

Audi and FIS continue strong alliance in the future

- **Car manufacturer partner of International Ski Federation to 2018**
- **Naming of Audi FIS Ski World Cup enters next decade**
- **Winter sport is perfect stage for Audi and quattro drive**

Ingolstadt, January 20, 2012 – Audi also stands shoulder to shoulder with athletes of international skiing in the future: the Ingolstadt based automobile manufacturer has agreed to a cooperation with Fédération Internationale de Ski (FIS) up to 2018. As a consequence the Audi FIS Ski World Cup will again be staged under the Audi flag over the forthcoming years.

Audi has been active in winter sport for almost three decades. The partnership with FIS has already existed for ten years: the Ski World Cup celebrated its premiere in the sign of the four rings in the 2002/2003 season. A perfect combination: with quattro drive, which can display its superiority especially on wintry terrain, winter sport is of great importance for Audi. The presentation of brand and technology in the FIS World Cup made Audi and quattro the number one choice among winter sport athletes. This successful cooperation is now continued within the framework of a long-term agreement over the forthcoming six years.

“Winter sport provides us with a perfect stage,” says Peter Schwarzenbauer, Board Member for Marketing and Sales of AUDI AG: “Winter, snow and ice – Audi feels very at home in this world. We look forward to exciting competitions and want to inspire even more people for the wide variety of disciplines.”

Gian Franco Kasper, President of FIS, emphasizes: “The partnership between Audi and FIS celebrates a major milestone. From the very first day, we have enjoyed a working relationship based on trust and a great spirit of innovation. I’m delighted that we will now continue this cooperation in the same manner.”

The 2011/2012 Audi FIS Ski World Cup season has been running since October and enjoys one of its highlights at the weekend with the races in Kitzbühel. AUDI AG has also been title sponsor of the Audi FIS Ski Cross World Cup since October 2011.



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The Audi Group delivered around 1,302,650 cars of the Audi brand to customers in 2011. From January through the end of September 2011 the Company posted revenue of €32.4 billion and an operating profit of €3.96 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). The Audi Q7 is built in Bratislava (Slovakia). In July 2010, CKD production of the Audi Q5 was added to the existing Audi A4 and A6 manufacturing operations in Aurangabad (India). At the Brussels plant, production of the Audi A1 has been running since May 2010, while production of the new A1 Sportback began in 2012. The Audi Q3 has been built in Martorell (Spain) since June 2011. 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 63,000 people worldwide, including around 47,900 in Germany. Between 2012 and 2016 the brand with the four rings is planning to invest more than €13 billion – mainly in new products, human resources and the extension of production capacities – in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" slogan. Audi is currently expanding its site in Győr (Hungary) and will start production in Foshan (China) in late 2013. 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. Under the heading of "Audi balanced mobility," the Company is directing its activities toward a major goal – comprehensive CO₂-neutral mobility.