

Communications Motorsport

Daniel Schuster

Tel: +49 841 89-38009

E-mail: daniel2.schuster@audi.de

www.audi-mediacyenter.com

Audi celebrates anniversary at Norisring

- **Audi RS 5 DTM on grid sporting 1990 V8 quattro livery**
- **Track presentation in 25-year-old race car**
- **Past and present officials at Norisring today**

Ingolstadt/Nuremberg, June 26, 2015 – Audi's Norisring race weekend is marked by an anniversary. 25 years ago, Audi, on making its debut, instantly won the Nuremberg city street race for the first time, with Hans-Joachim Stuck at the wheel of the Audi V8 quattro back then. On the third DTM weekend, Mattias Ekström is competing in his Red Bull Audi RS 5 DTM sporting the race car livery from those days. Autograph sessions, on-track drives and a meeting of former campaigners round off a week full of emotions.

The Norisring week began for Mattias Ekström and Hans-Joachim Stuck with many hours of signing autographs. At the Audi Forum Ingolstadt, in the environment of the DTM press conference in Nuremberg, at the Audi Forum Neckarsulm and at Audi's Heilbronn 'Böllinger Höfe' production site, the two race drivers signed posters and autograph cards. Several hundred visitors and Audi employees would not miss this opportunity. The two race cars were always on site as well. TV viewers can look forward to a special treat too, as Hans-Joachim Stuck got behind the wheel of the 25-year-old Audi V8 quattro for the track presentation of the Norisring to be aired on 'Das Erste.'

On Friday evening, Audi Sport invited guests to a time journey of the past. Five employees, who were already working for Audi in motorsport back in 1990, visited the current DTM squad. The former Head of Audi Motorsport, Dieter Basche, would not miss the get-together either. The Audi driver in those days, Hans-Joachim Stuck, recalled his fondest memories on the lakeside terrace at the Dutzendteich as well. "It was great to see how many people we're still able to thrill with Audi's first DTM successes today," said Hans-Joachim Stuck. Mattias Ekström added: "I attended the DTM for the first time as a spectator at the age of 14. Audi already thrilled me back then. I'm looking forward to being on the grid in Audi Sport's historic colors on Saturday and Sunday."



But that does not mean the historic meeting will have come to an end. At one of the next DTM events, the 1990 Champion will be switching to a current car, as Hans-Joachim Stuck will be given the opportunity to chauffeur Audi's guests in an Audi RS 5 DTM race taxi. "This makes a dream of mine come true," says the 1990 DTM Champion.

The races at the Norisring will start on Saturday at 16.48 and on Sunday at 15.18. ARD will broadcast both races live on 'Das Erste.'

– End –

In 2014, the Audi Group delivered approximately 1,741,100 cars of the Audi brand to its customers. The company achieved revenue of €53.8 billion and an operating profit of €5.15 billion in 2014. Audi operates globally in more than 100 markets and has production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun and Foshan (China) as well as Jakarta (Indonesia). The brand with the Four Rings will start producing cars in Curitiba (Brazil) this year and in San José Chiapa (Mexico) in 2016. Wholly owned subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The company currently employs approximately 80,000 people worldwide, thereof around 58,000 in Germany. Total investment of about €24 billion is planned from 2015 to 2019 – primarily in new products and sustainable technologies. Audi is committed to its corporate responsibility and has anchored the principle of sustainability for its products and processes in its strategy. The long-term goal is CO₂-neutral mobility.