



Communications Motorsport

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Audi DTM stars at “Ball des Sports”

- **Special appearance for Timo Scheider and Martin Tomczyk**
- **In the Safety Car to the red carpet**
- **Wiesbaden also venue for DTM presentation in 2011**

Ingolstadt, February 6, 2011 – Around 1,800 invited guests representing sport, industry, politics, culture and the media met on Saturday evening in Wiesbaden for the 41st “Ball des Sports” of the “Stiftung Deutsche Sporthilfe”. On the guest list were also the two Audi factory drivers Timo Scheider and Martin Tomczyk who approached the red carpet in a special car: the DTM Safety Car, an Audi RS 5.

The “Ball des Sports” is Europe’s most successful charity gala for sport. Its partner is the DTM, Europe’s most popular touring car racing series, in which Audi became the first automobile manufacturer in history to record a title hat-trick in 2007, 2008 and 2009. The new season opens on May 1 at the Hockenheimring and is officially rung in with the presentation in Wiesbaden on April 10.

“Ball des Sports” guests received a foretaste of the 2011 DTM at the “DTM Race Club”, which opened late Saturday evening, and at which Timo Scheider and Martin Tomczyk and their respective partners Jessica Hinterseer and Christina Surer met many other well-known athletes. The two DTM stars also tried their hand at wheelchair basketball and thus got an idea of how to operate disabled sports.



The Audi Group sold around 1,092,400 cars of the Audi brand in 2010. The Company posted revenue of €29.8 billion and an operating profit of €1.6 billion in 2009. 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 €11.6 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 AG will present the full results for the 2010 fiscal year at its Annual Press Conference on March 8, 2011.

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 Audi Environmental Foundation.