

**Communications Motorsport**

Jürgen Pippig

Tel: +49 (0)841 89 34200

E-mail: [juergen.pippig@audi.de](mailto:juergen.pippig@audi.de)

[www.audi-motorsport.info](http://www.audi-motorsport.info)

Eva-Maria Veith

Tel: +49 (0)841 89 33922

E-mail: [eva-maria.veith@audi.de](mailto:eva-maria.veith@audi.de)

## **Audi Media Service at the 2012 Le Mans 24 Hours**

- **Traditional Audi press conference at 2 p.m. on June 15**
- **Drivers and officials on hand at daily “Meet the Team” event**
- **Comprehensive multi-channel media offering**

**Ingolstadt, May 18, 2012 – Audi is putting two innovative vehicles – the Audi R18 e-tron quattro and the R18 ultra – on the Le Mans grid to defend the title. The 80th edition of the endurance classic will be about clinching the first victory of a diesel hybrid vehicle for the brand. Audi is looking forward to strong media interest on this historic occasion.**

Audi is again offering extensive services to members of the media at the Le Mans 24 Hours. At the Audi Team & Media Hospitality in the paddock the Audi factory drivers and officials of Audi Sport and Audi Sport Team Joest will be on hand to answer the journalists’ questions daily throughout the entire Le Mans week, from Monday (June 11) to Thursday (June 14). All members of the media have unrestricted access to these events at the “Open Lounge” on the ground floor.

Current MediaInfo releases and Audi’s booklet on the sports prototype program in the FIA World Endurance Championship WEC will be available at the counter. Requests for interviews may be submitted there as well.

The Audi press conference will start at 2 p. m, on Friday, June 15, at the “Audi Racing Arena” in the Parc du Raccordement. As well as Head of Audi Motorsport Dr. Wolfgang Ullrich, Ralf Jüttner, Technical Director of Audi Sport Team Joest, and the factory drivers will be in attendance.

During all practice sessions, qualifying and the race current information, photographs, sound bites in radio broadcast quality and a live ticker will be available from the media database at [www.audi-motorsport.info](http://www.audi-motorsport.info) and the “Audi Sport” app. Further requests during the race week may be addressed to the Audi Communications Motorsport team at [lemans@audi-motorsport.info](mailto:lemans@audi-motorsport.info).



We trust that you appreciate access to the Audi Sport Team Joest pits being possible only by prior arrangement and in exceptional cases. An employee of Audi Communications Motorsport will be present in the pits and available to you as a point of contact at all times during the practice and qualifying sessions, and the race. Please be aware that special accreditation by the organizer (ACO) and fireproof overalls are required in the pit lane.

As in the past, due to strong demand, admission to the catering area of the Team & Media Hospitality is subject to special accreditation which may be requested at:

**[www.audi-motorsport.info/lemans](http://www.audi-motorsport.info/lemans)**

no later than by May 30. Due to limited capacity not all requests can be accepted. In addition, members of the media have to be in possession of the organizer's media accreditation for the race.

For detailed information on the services provided by Audi Communications Motorsport team, please refer to the sports prototype program media booklet. A PDF version in three languages is available for downloading from [www.audi-motorsport.info](http://www.audi-motorsport.info).

– End –

The Audi Group delivered 1,302,659 cars of the Audi brand to customers in 2011. In 2011 the Company posted revenue of €44.1 billion and an operating profit of €5.3 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 S.p.A. in Sant'Agata Bolognese (Italy), AUDI BRUSSELS S.A./N.V. in Brussels (Belgium) and quattro GmbH in Neckarsulm. Subject to a positive decision by the responsible competition authorities, the Italian sports motorcycle manufacturer Ducati Motor Holding S.p.A. will also belong to the Audi Group. Audi currently employs around 64,000 people worldwide, including around 48,000 in Germany. Between 2012 and 2016 the brand with the four rings is planning to invest a total of €13 billion – mainly in new products 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 and in Mexico in 2016.

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. Within the context of "Vorsprung durch Technik," which extends far beyond its products, the Company is directing its activities toward a major goal – comprehensive CO<sub>2</sub>-neutral mobility.