

Audi remains main sponsor of Salzburg Festival

- **Cooperation agreement extended until 2027**
- **Partners move focus towards sustainability**
- **Guest performance in Ingolstadt remains part of the cooperation**

Ingolstadt, August 30, 2022 – Audi will remain the main sponsor of the Salzburg Festival in the coming years. The two partners have extended their cooperation agreement until 2027, thereby continuing a partnership that is steeped in tradition. The premium brand has been a main sponsor of the Festival since 1995.

With its newly confirmed support for one of the world's most important music festivals, Audi is once again underlining its commitment to culture. "Promoting culture in a variety of ways is part of our social responsibility as a company," says Markus Duesmann, Chairman of the Board of Management of AUDI AG. "With its blend of tradition, artistic excellence and creativity, the Salzburg Festival plays an outstanding role in this."

As part of the cooperation, Audi will continue to provide a shuttle service during the festival season, which - this year and in the future - will consist of all-electric Audi models. "It is entirely in our interest that the topic of sustainability will move even more into focus at the Festival in the future. Because Audi also stands for sustainability along the entire value chain," says Duesmann. Around 2,500 guests use the four rings' shuttle service every year.

"Audi has been the main sponsor of the Salzburg Festival since 1995, making it our longest-standing and most loyal partner. Both the Salzburg Festival and Audi are distinguished by a combination of tradition and creative visions, coupled with the demand for the highest quality," says the Festival Board of Directors. "It is therefore a great pleasure for us that our cooperation agreement has now been extended until 2027. Sponsors like Audi are a guarantor for a varied and high-caliber program offering, as they ensure the necessary financial stability."

Audi's cultural commitment spans 60 years

The guest performance of the Salzburg Festival at Audi in Ingolstadt, which has been taking place since 1994, remains a special component of the partnership. This means that the four rings will also be able to welcome artists from the Festival to Ingolstadt in the future.

Audi has been involved in the arts for 60 years - specifically since the founding of the Audi Philharmonic Wind Orchestra in 1962. With the [Audi ArtExperience](#), the Group has since been supporting various events in the world of music as well as the film industry, the visual arts and theater. Audi also organizes numerous cultural events itself, such as the Audi Summer Concerts.

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In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. In the 2021 fiscal year, AUDI AG achieved a total revenue of €53.1 billion and an operating profit before special items of €5.5 billion. More than 89,000 people all over the world work for the Audi Group, around 58,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.
