



Communications Motorsport

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Audi splashes color in the DTM

- **Car color schemes and designs revealed for 2011 DTM**
- **Eight different basic colors for the nine Audi A4 DTM cars**
- **Strong new and proven partners**

Ingolstadt, April 4, 2011 – Audi revealed its car designs for the 2011 DTM to coincide with the official season presentation this coming Sunday in Wiesbaden. The fans can look forward to a colorful grid since the nine Audi A4 DTM compete in eight different basic colors from white to shining yellow.

Just like every year, fans of Europe's most popular touring car race series eagerly wait to see which colors and designs adorn the DTM cars in the new season. The waiting has an end as far as the Audi line-up is concerned: The Audi A4 DTM in their new outfits were already in action during tests and the EuroSpeedway Lausitz.

Fans of Timo Scheider must adapt to something new: Since changing to Audi, the 2008 and 2009 DTM Champion competes for the first time in something other than a black Audi A4 DTM. The Austrian resident's car bears the basic color white. Main sponsor is the monthly magazine "AUTO TEST" published by the Axel Springer Auto Verlag. In addition, Game Boy inventor Nintendo and Audi Top Service are represented on Scheider's A4.

Scheider's team mate at Audi Sport Team Abt, according to the official entrant's name, in the 2011 season is once again the Briton Oliver Jarvis who must also get used to a new look: His Audi A4 DTM is red and advertises for the high-performance products of AUDI AG and the Audi Bank.

Mattias Ekström, DTM Champion in 2004 and 2007, joins the grid in the familiar blue primary color of energy drink manufacturer Red Bull. His new team mate at Audi Sport Team Abt Sportsline, Mike Rockenfeller, gets an Audi A4 DTM in the classic yellow of the Deutsche Post AG and advertising its product E-POSTBRIEF on the defending Le Mans winner's car.



Martin Tomczyk competes in a particularly striking design for Audi Sport Team Phoenix: The A4 of the Swiss based driver from Rosenheim is luminous yellow at the front and green at the back – the colors of the Schaeffler product brands LuK and INA.

Tomczyk's new team mate Rahel Frey drives a gold colored Audi A4 DTM adorned with the women's magazine "Glamour" logo.

The two DTM newcomers Filipe Albuquerque and Edoardo Mortara appear in two familiar and striking designs for Audi Sport Team Rosberg. Albuquerque drives an Audi A4 DTM in the light blue of television magazine "TV Movie" published by the Heinrich-Bauer-Verlag, Mortara a black A4 in the look of men's magazine "Playboy."

Miguel Molina, best newcomer in the DTM last year, is a new member of the Red Bull Junior Team. Apart from extra yellow highlights the Spaniard's A4 DTM looks exactly like Mattias Ekström's car (extra red highlights). As a result, there are two Audi A4 DTM sporting the typical blue Red Bull design on the grid for the first time since 2008.

"With the AUTO TEST magazine and Deutsche Post he have managed to gain two strong new partners for our DTM program," explains Head of Audi Motorsport Dr. Wolfgang Ullrich. "Furthermore, our many trusted partners like Red Bull and the Schaeffler Group are still on board. This speaks volumes for the Audi brand and the DTM. I'm sure the fans and especially TV viewers will be particularly pleased that we bring a very colorful mix of easily identifiable cars to the grid."



The start numbers and car identifications in the 2011 DTM

Audi Sport Team Abt

AUTO TEST Audi A4 DTM #4: Timo Scheider (D)

Audi Performance A4 DTM #5: Oliver Jarvis (GB)

Audi Sport Team Abt Sportsline

Red Bull Audi A4 DTM #8: Mattias Ekström (S)

E-POSTBRIEF Audi A4 DTM #9: Mike Rockenfeller (D)

Audi Sport Team Phoenix

Schaeffler Audi A4 DTM #14: Martin Tomczyk (D)

Glamour Audi A4 DTM #15: Rahel Frey (CH)

Audi Sport Team Rosberg

TV Movie Audi A4 DTM #18: Filipe Albuquerque (P)

Playboy Audi A4 DTM #19: Edoardo Mortara (I/F)

Audi Sport Team Abt Junior

Red Bull Audi A4 DTM #22: Miguel Molina (E)

The Audi Group sold around 1,092,400 cars of the Audi brand in 2010. The Company posted revenue of €35.4 billion and an operating profit of €3.3 billion in 2010. 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 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 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.