

Audi Tradition to commemorate numerous anniversaries in 2026

- **Selected milestones in the Product, Company, and Motorsport categories**
- **Digital booklet now available for download in the Audi MediaCenter**

Ingolstadt, December 5, 2025 – With the publication “Anniversary Dates 2026,” Audi Tradition highlights key events and anniversaries in the history of the Four Rings and its heritage brands. The booklet is available in both German and English and can be downloaded now from the Audi MediaCenter.

The latest anniversary booklet highlights several milestones in engine development. Twenty-five years ago, the Audi A8 6.0 debuted as the world’s most powerful twelve-cylinder luxury sedan at the time; under its hood was the first twelve-cylinder engine from Audi – a 6-liter W-configuration unit. Fifty years ago, the Four Rings introduced the company’s [first five-cylinder](#) engine in the new Audi 100 (C2); its distinctive firing order 1-2-4-5-3 created an unmistakable sound, and legendary rally victories soon earned the engine cult status. One hundred years ago, the Zwickau-based Horchwerke unveiled the Horch 8 at the Berlin Motor Show – the first German production car with an eight-cylinder engine. A full 125 years ago, August Horch designed his first automobile: the Vis-à-Vis model, featuring a seating arrangement where driver and passengers faced each other. February 3, 2026, will mark the 75th anniversary of his death. Company founder Horch was determined to “build only strong and good cars under all circumstances” – and to prove their performance, he sent his vehicles into competitive motorsport at an early stage. Just five years after automotive pioneer Horch built his first car, the Horch 18-22 PS claimed overall victory in 1906 at the Herkomer Trial, one of the most demanding long-distance events of its time.

The publication “Anniversary Dates 2026” also honors further sporting achievements by Audi and its heritage brands. One hundred years ago, NSU scored a remarkable quadruple victory in the 1.5-liter class with the NSU 6/60 PS at the first “German Grand Prix” on the AVUS circuit in 1926. Ninety years ago, the Auto Union Type C dominated the 1936 racing season, winning three of five Grand Prix events, half of the circuit races, and every hill climb entered by Auto Union AG. Six decades later – in 1996 – Audi achieved seven wins in seven countries: at touring car championships in Germany, Italy, Great Britain, Belgium, Spain, Australia, and South Africa, the 285 PS Audi A4 quattro STW impressively demonstrated the superiority of quattro all-wheel drive.

Further anniversaries compiled by Audi Tradition historians include: 30 years of the Audi A3, 35 years of the Audi Cabriolet, 45 years of the Audi research car, 50 years of the second-generation Audi 100, 70 years since the DKW 3=6 Monza record run, 70 years of the DKW Munga off-road vehicle, and 70 years of NSU speed records. A comprehensive overview of these milestones is provided in “[Anniversary Dates 2026](#),” available in the Audi MediaCenter.

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The Audi logo consisting of four rings symbolizes the Audi, DKW, Horch, and Wanderer brands, which were merged into Auto Union in 1932. Auto Union and NSU merged in 1969 and played a major role in shaping the development of the automobile. Finally, in 1985, Audi NSU Auto Union AG became AUDI AG. Since 1998, Audi Tradition/Auto Union GmbH, together with NSU GmbH, has been maintaining and presenting Audi's extensive and wide-ranging history. The Audi museum mobile at the Audi Forum Ingolstadt is open Monday to Friday between 9:00 a.m. and 5:00 p.m. and from 10:00 a.m. to 4:00 p.m. on Saturdays, Sundays, and public holidays. The August Horch Museum Zwickau is open Tuesday through Sunday from 9:30 a.m. to 5:00 p.m. AUDI AG and the city of Zwickau each hold a 50 percent stake in August Horch Museum Zwickau GmbH. www.audi.com/en/tradition

Audi Tradition supports the work of Audi Club International e. V. (ACI). The umbrella organization officially recognized by AUDI AG represents all of the Audi brand clubs as well as the clubs of the predecessor brands of today's AUDI AG. For more information, please visit www.audi-club-international.de

The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. The Audi, Bentley, Lamborghini, and Ducati brands operate manufacturing facilities at 21 locations in 12 countries. Audi and its partners maintain a presence in more than 100 markets worldwide.

In 2023, the Audi Group delivered 1.9 million cars from the Audi brand, 13,560 cars from the Bentley brand, 10,112 cars from the Lamborghini brand, and 58,224 motorcycles from the Ducati brand to customers. In fiscal 2022, the Audi Group generated earnings of 6.3 billion euros on revenues of 69.9 billion euros. The Audi Group currently has more than 87,000 employees worldwide, some 53,000 of whom work at AUDI AG in Germany. With its attractive brands and new models, innovative mobility offerings and pioneering services, the company is systematically continuing on its path to becoming a provider of sustainable, individual premium mobility.
