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## **Audi uses Le Mans to showcase technology**

- **Audi e-tron Spyder in front of a large audience at Le Mans**
- **World debut for the Audi R8 GT Spyder**
- **Numerous high-caliber guests**

**Ingolstadt/Le Mans, June 11, 2011 – Not only the three Audi R18 TDI cars attracted attention at the Le Mans 24 Hours. The e-tron Spyder concept car and the Q5 hybrid quattro road car are proving Audi's expertise at Le Mans off the track and aside from the racing action as well. In addition, numerous high-caliber guests and a wide range of activities involving the factory drivers focus the spotlight on Audi at Le Mans.**

Ready for the future with electrification: Audi showcased the **e-tron Spyder** to a large audience. As part of the "Le Mans vers le futur" presentation the prototype with an electric powertrain was seen on the track as was the **Audi Q5 hybrid quattro**. The Audi e-tron Spyder can generate a system power output of 388 hp with two electric motors and a TDI engine. The production SUV Q5 hybrid quattro will go on sale before the end of 2011.

World debut at Le Mans: The fascinating **Audi R8 GT Spyder** made its debut on Friday night before the 24-hour race. The former Le Mans winner **Marco Werner** drove the new road-going sports car that perfectly reflects Audi's ultra lightweight technology.

Return of the trophy: As last year's winner, Audi returned the Le Mans trophy, which is a challenge cup, to the Automobile Club de l'Ouest (ACO) before the start. The Chairman of the Board of Management, **Rupert Stadler**, personally drove the **Horch 853A sport cabriolet**.

Many members of the management board from Audi and from the Group used the opportunity of the Le Mans 24 Hours for a visit. **Prof. Dr. rer. nat. Martin Winterkorn**, Chairman of the Management Board of the Volkswagen Group, **Michael Dick** (Member of the Audi Management Board for Technical Development), **Peter**



**Schwarzenbauer** (Marketing and Sales), **Axel Strotbek** (Finance and Organization) were at the venue as were **Jochem Heizmann** (Commercial Vehicles of the Volkswagen Group), **Wolfgang Dürheimer** (Chairman of the Management Board Bentley Motors, Managing Director Bugatti S.A.) and **Wolfgang Hatz** (Research and Development Porsche AG).

Reward for last year's performance: Michelin again gave a present to the winners of the Le Mans 24 Hours from the previous year. Since Tuesday the Audi factory drivers **Timo Bernhard, Romain Dumas and Mike Rockenfeller** have each been the proud owner of a race kart sporting the colors of the French tire manufacturer.

Happy 50th anniversary: The official museum of the 24-hour race was inaugurated half a century ago. On Tuesday **Dindo Capello** attended the anniversary celebration for the collection which is now made up of more than 100 cars.

The first time: **Timo Bernhard, Romain Dumas and Mike Rockenfeller** as last year's winners had the opportunity to leave the traditional handprints. On Monday they met in the inner city of Le Mans to have the classic picture taken. Afterward Mayor **Jean-Claude Boulard** and Chamber of Commerce President **Bernard Warrain** received the trio.

For the twentieth time: In 1991 the Le Mans organizer started the tradition of the handprints. On the occasion of the 20th anniversary Head of Audi Motorsport **Dr. Wolfgang Ullrich**, ACO President **Jean-Claude Plassart** and Head of Peugeot Sport **Olivier Quesnel** were invited to leave their handprints as well. They have been captured for eternity on a plaque in the Village at the race track.

People who have made history: Le Mans Miniatures is presenting a new series of true-to-scale statues of personalities associated with the race. **Dr. Wolfgang Ullrich** is the model for one of the first of the 1:18 scale figurines that were created.

High-caliber visit: Audi received a large number of international guests at Le Mans including soul singer **Beverley Knight**, the two former Audi Rally World Champions **Stig Blomqvist** and **Hannu Mikkola**, comedian **Django Asül**, Olympic swimming gold medalist **Dr. Michael Gross**, French ski racer **Julien Lizeroux**, female ski racer **Tessa Worley**, former soccer player **Denis Irwin** and the former Le Mans winner **Richard Attwood**.

**Jackie Stewart** visited Audi as well. The three-time Formula 1 World Champion was given a personal tour of the Audi pits by his Scottish compatriot **Allan McNish** on



Saturday. The six-time Le Mans winner **Jacky Ickx**, who acts as a brand ambassador for Audi, also kept his fingers crossed for Audi Sport Team Joest on location.

Three other personalities who are associated with Audi through other racing series would not miss the showing along the Sarthe either. DTM driver **Filipe Albuquerque** was impressed with his first visit to this 24-hour classic. Phoenix team director **Ernst Moser** and WRT team director **Vincent Vosse** traveled to France also.

Commitments by legends: **Frank Biela**, **Emanuele Pirro** and **Marco Werner**, who between themselves have clinched 13 Le Mans victories with Audi, handled various PR commitments for Audi around the race too. The two-time Le Mans winner **Hans-Joachim Stuck** worked as a TV commentator for SAT.1.

Mobile with electric power: The manufacturer of a golf buggy made a unique vehicle available at Le Mans to record winner **Tom Kristensen**. Similar to the Audi R18 TDI, the buggy powered by electricity sported yellow graphics. It has a refrigerator, a folding roof, leather seats, chromium-plated aluminum wheels and is registered for road use.

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.