

Experience Audi Tradition on tour in 2026

- Three events on the same weekend kick off the new season
- Audi Tradition App shows events and exhibitions at a glance

Ingolstadt, January 23, 2026 – Audi Tradition kicks off the 2026 event season with three highlights on a single weekend: at the end of January, the Bremen Classic Motorshow, the F.A.T. Ice Race in Zell am See, and the Concours event “The I.C.E.” in St. Moritz are on the schedule. The Audi museum mobile in Ingolstadt, Germany, welcomes visitors to International Museum Day on May 17 and Night of the Museums on September 12. Regular updates and additional information on all events at which Audi Tradition showcases the history of the four rings and their historic brands are available in the Audi Tradition app.

The Bremen Classic Motorshow (January 30–February 1) in Bremen, Germany, marks the start of this year's program: Audi Tradition will commemorate the premiere of the Audi A3 30 years ago and will offer guidance to visitors interested in spare parts for classics and modern classics from Audi. Nine-time Le Mans winner Tom Kristensen is set to turn laps in an Audi Sport quattro S1 E2 at “The I.C.E.” on January 30 and 31 in St. Moritz on the frozen Lake Moritz in Switzerland, and on Saturday, January 31, two-time German rally champion Harald Demuth will be driving an Audi quattro Rallye A2 at the F.A.T. Ice Race in Zell am See, Austria. Every year, motorsport fans from all over the world make the pilgrimage to the Festival of Speed in Goodwood, England – this year's event will take place from July 9 to 12, and Audi Tradition will once again be there to meet the fans. Things will also be sporting at the Eifel Rallye Festival (July 23-25) in Daun in the Vulkaneifel mountains of Germany. Furthermore, Audi Tradition will be bringing vehicles out of storage for the Heidelberg Historic (July 9-11) and the Donau Classic (July 17-18).

The Audi Tradition app provides regular updates and further information on special exhibitions at the Audi museum mobile and events at which Audi Tradition presents classics from the company's history. The free app can be downloaded from the major app stores for iOS and Android smartphones.



iPhone iOS



Android

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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. <http://www.audi.com/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 <http://www.audi-club-international.de/>

In 2024, the Audi Group delivered 1.7 million Audi vehicles, 10,643 Bentley vehicles, 10,687 Lamborghini vehicles, and 54,495 Ducati motorcycles to customers. In the 2024 fiscal year, Audi Group achieved a total revenue of €64.5 billion and an operating profit of €3.9 billion. As of December 31, more than 88,000 people worked for the Audi Group, more than 55,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.
