

Communications Motorsport

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Le Mans winner visits Norisring

- **Benoît Tréluyer and two Audi R18 TDI cars in Nuremberg**
- **Martin Tomczyk visits the Schaeffler Group**
- **Many attractions for guests and employees**

Ingolstadt, June 30, 2011 – Audi is turning the DTM at the Norisring into a true motorsport festival. In addition to the nine Audi A4 DTM cars on the grid, two R18 TDI, including the original vehicle that won Le Mans, will thrill the fans. Le Mans winner Benoît Tréluyer is traveling to Nuremberg too – and so are many other guests who can expect a program with plenty of variety.

Happy guest: **Benoît Tréluyer**, who won the 24 Hours of Le Mans for the first time three weeks ago, is visiting the DTM at the Norisring, signing autographs and presenting himself to the media. The Frenchman would have enjoyed being accompanied by his two victorious team mates. But **André Lotterer** is representing Audi's colors at the Goodwood Festival of Speed while **Marcel Fässler** is contesting the next race of the Audi R18 TDI at Imola.

Honor laps: The winner's trophy of the Le Mans 24 Hours and an R18 TDI show car will be on display in front of the Audi VIP Lounge and **Benoît Tréluyer** will do a demo lap in the original race-winning car. On Sunday at about 12:00 the Audi R18 TDI designated as number "2" (nick name: "Red Sonja") can be seen on the Norisring.

Home round: On his way to the Norisring **Martin Tomczyk** stopped in Herzogenaurach. About 30 kilometers away from Nuremberg the current leader of the standings paid a visit to the headquarters of the Schaeffler Group, the main partner featured on his Audi A4 DTM from Audi Sport Team Phoenix. During his visit on Thursday Tomczyk was also busy signing autographs for the employees.

Trackside training: Bernd Scheller had an unusual idea for the students of his vocational school. The teacher at the **State Vocational School Center Sulzbach-Rosenberg** is offering an excursion to the DTM to his twelfth-grade students on



Friday. Audi will give 33 vehicle mechatronics apprentices exciting insights into the world of car racing, which may be a potential future career field for them.

In addition to the future career starters, a special “apprentice” has announced his attendance: **Edgar Friedrich** will visit Audi at the Norisring. He is considered the last living apprentice of Audi’s founder August Horch.

Big leap: Three ski jumpers are visiting Audi at the Norisring. Junior World Champion **Felix Schoft** from Garmisch-Partenkirchen and World Cup winners **Severin Freund** from Waldkirchen and **Richard Freitag** from Breitenbrunn will travel to the DTM in Nuremberg.

Reward: For many Audi employees the fifth round of the DTM will become a special experience as well. About **1,000 Audi mechanics** from the Audi partner companies in the Region South will watch the race on location. A section in the stands has been reserved for them and the diligent mechanics will also be treated to food and drinks in a special Top Service marquee at the venue.

High-caliber lineup: At the **Audi Drive Away** before the race on Sunday the spectators will be able to watch a parade of 30 sporty Audi models. As well as the Audi A7 Sportback the A6 sedan, the RS 5, the TT coupe and the TT RS will be driven around the track.

Eye-catcher: One of only 333 **R8 GT Spyder** cars that have been produced will be showcased at the Norisring as well. The brand new top performance car with a power output of 412 kW (560 hp) will be on display at the Audi Fantreff.

Soccer fascination: On July 26 and 27 the **Audi Cup** will be held in Munich for the second time, featuring a meeting of FC Bayern München, AC Milan, FC Barcelona and SC Internacional de Porto Alegre. Three high-grade **Audi Design soccer tables** set up at the Audi Fantreff, the Audi VIP Lounge and the brand’s Team & Media Hospitality will attract the attention of the visitors to the second Audi Cup held after the inaugural event in 2009 and invite them to play.



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.