

## **Lecture evening at the Audi museum mobile: “Audi, 1909 to 1940 – the cars, the brand, the company”**

**Ingolstadt, October 6, 2023 – When August Horch founded his company Audi in Zwickau in 1909, there were some 50 car brands in Germany. Today, only four of them remain. One is Audi. Ralf Hornung, author and longtime Audi Tradition employee, has tracked down a great many cars for AUDI AG’s historical vehicle collection over the course of his career. His lecture, titled “Audi, 1909 to 1940 – the cars, the brand, the company”, will be held on Wednesday, October 18, starting at 6 PM at the Audi museum mobile; please register in advance.**

After August Horch had left the company he founded and was no longer allowed to use the name “Horch” for subsequent ventures, he soon succeeded in establishing the Audi brand with his new company founded in 1909. Audi automobiles were considered excellent in terms of design, but economic success failed to materialize. Beginning in 1929, the Great Depression exacerbated the company’s economic difficulties. As a result, on the initiative of the State Bank of Saxony, the four manufacturers Audi, DKW, Horch and Wanderer merged to form Auto Union AG in 1932. This made Auto Union AG the second-largest motor vehicle manufacturer at the time. The emblem of the newly formed stock corporation showed four interlocking rings, one ring for each brand, representing the inseparable unity of the four founding companies. Audi prospered by bringing beautiful automobiles to the market until the switch to a wartime economy during World War II and the dissolution of Auto Union AG after the war meant that the Audi brand disappeared for a long time and was not resurrected until 1965 with the new Audi, later called the Audi 72.

Ralf Hornung will recount more than three decades of early Audi history, from 1909 to 1940. His knowledge of the Audi models from that period comes from three decades as a media archivist and as responsible for restoration projects at Audi Tradition. Hornung is also the co-author of the definitive book “Audi Automobile 1909 - 1940: Das Unternehmen. Die Marke. Die Autos”, published by Delius Klasing Verlag.

To register for the lecture at the Audi museum mobile in Ingolstadt, email [veranstaltungen.museum@audi.de](mailto:veranstaltungen.museum@audi.de) or call 0841/89-34433. Registration will end on Monday, October 16. The event will begin at 6 PM on Wednesday, October 18; doors open at 5:30 PM.

Notice for media professionals: You are cordially invited – please register in advance by sending an email to [daniela.henger@audi.de](mailto:daniela.henger@audi.de).

### **Audi Tradition Communications**

Daniela Henger

Spokesperson Audi Tradition

Phone: +49 841 89-44491

Email: [daniela.henger@audi.de](mailto:daniela.henger@audi.de)

[www.audi-mediacenter.com](http://www.audi-mediacenter.com)



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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 gGmbH. [www.audi.de/tradition](http://www.audi.de/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](http://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 2022, the Audi Group delivered 1.61 million cars from the Audi brand, 15,174 cars from the Bentley brand, 9,233 cars from the Lamborghini brand, and 61,562 motorcycles from the Ducati brand to customers. In fiscal 2022, the Audi Group generated earnings of 7.6 billion euros on revenues of 61.8 billion euros. The Audi Group currently has more than 87,000 employees worldwide, some 54,000 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.

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