

Communications Motorsport

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Miss World visits Audi at the DTM

- **Rosanna Davison travels to Hockenheim**
- **New Audi Q3 to be marveled at alongside the race track**
- **Grand appearance by the smallest Audi**

Ingolstadt, April 28, 2011 – A high-caliber visit is expected at the 2011 DTM season opener: Rosanna Davison, the daughter of rock legend Chris de Burgh, will enchant Audi's guests. In addition, there will be other activities putting the spotlight on the brand with the four rings at Hockenheim. And the fans staying at home can look forward to extensive TV coverage.

An international star from Ireland has announced her attendance at the DTM season opener. Audi will welcome model **Rosanna Davison** at the Hockenheim race track. There is no question that the 27-year-old Irishwoman will draw everyone's eyes to her. The daughter of rock legend Chris de Burgh was voted Miss World in 2003.

In addition to seeing the human star, visitors can look forward to a number of automotive stars, with the new **Audi Q3** being the focal point of interest. Right after having made its world debut in Shanghai last Tuesday, the compact-size premium SUV is now being showcased at Hockenheim. Other cars to make the hearts of fans beat faster will be the all-new seventh-generation **A6** and the 250-kW (340 hp) **Audi RS 3** Sportback.

On Sunday a big parade will thrill the audience at Hockenheim. Just before the DTM race starts 23 **Audi A1** cars will complete a lap around the race track. The German Sales Organization will hand over the popular compact models to dealerships at the **Audi Drive Away**.

AUDI AG's top management demonstrates keen interest in the DTM season opener. The four members of the Board of Management, **Rupert Stadler** (Chairman), **Thomas Sigi** (HR and Social Matters), **Michael Dick** (Technical Development) and **Axel Strotbek** (Finance and Organization) as well as **Norbert Rank** (Works Council Chairman at the Neckarsulm location) will watch the DTM opener on location.



In the 2011 season the DTM as the most popular touring car series again draws the viewers' attention through extensive **TV coverage**. The new Audi factory driver **Rahel Frey** is expected as a studio guest on SWR starting at 21:45 (local time).

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.