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News from the Audi Le Mans team

- **Many celebrity guests at Le Mans**
- **Presentation of the new Audi A1**
- **Frank Biela and Oliver Jarvis victims of thieves**

Ingolstadt/Le Mans, June 12, 2010 – Celebrity guests, a glimpse into the future of the automobile, a presentation of the Audi A1, live broadcast on the Internet – a lot of variety was surrounding Audi Sport Team Joest's entry in the 2010 Le Mans 24 Hours.

Like every year, the most important endurance race in the world attracted many important leaders of the Volkswagen Group too – namely **Prof. Dr. Ferdinand Piëch** (Supervisory Board Chairman of Volkswagen AG) and **Prof. Dr. Martin Winterkorn** (Chairman of the Board of Volkswagen AG). Audi Chairman **Rupert Stadler** and his fellow board members **Michael Dick** (Technical Development) and **Peter Schwarzbauer** (marketing and sales) also followed the 78th running of the Le Mans 24 Hours live on site.

Among the many celebrity guests spotted in the Audi Racing Arena, the Audi Racing Club, the Audi Racing Garden and the Audi Team & Media Hospitality were the ski stars **Didier Cuche**, **Elisabeth Görgl**, **Marcel Hirscher**, **Michael Walchhofer**, drummer **Nick Mason** (Pink Floyd), violinist **Vanessa-Mae**, six-time Le Mans winner **Jacky Ickx** and TV presenter **Kai Pflaume**. Volkswagen Motorsport Director **Kris Nissen** was also a guest of Audi.

With “**Le Mans vers le futur**”, a demonstration for vehicles with alternative drive systems, the Automobile Club de l'Ouest (ACO) gave an outlook on the future of the automobile prior to the start of the race. Five-time Le Mans winner Frank Biela drove an Audi-e-tron technological show-piece based on the R8. Two other concept cars from the Volkswagen Group, a Porsche 911 GT3 Hybrid and a Volkswagen Scirocco GT24-CNG with Bio Natural Gas, were also part of the parade.

Many Danish fans came to Le Mans also this year and kept their fingers crossed for Audi driver **Tom Kristensen**. The record winner visited the largest Danish Camp on Friday just before the Audi press conference.

On Friday morning, the four German Audi drivers **Timo Bernhard**, **Marcel Fässler**, **André Lotterer** and **Mike Rockenfeller** signed autographs in the pedestrian zone of Arnage. They were welcomed by the Mayor André Langevin, who had a little gift for each of the drivers.

The **Audi A1** made a great appearance at Le Mans. The “next big Audi” was presented to the spectators at the track in the “AreA1”. Integrated into an exceptional modular architecture that is similar to the single frame of the A1, the guests in the “AreA1” were able to learn more about the car in different modules. The “AreA1” tour will continue after Le Mans in various European cities.

The band “**Torpedo**” performed live acts in the “AreaA1” at Le Mans.

Audi again provided the **Official Cars** at the Le Mans 24 Hours this year. The fleet consisted of six Audi Q7, five Audi Q5, three Audi R8 V10, three Audi RS 6 Avant, two Audi TTRS, two Audi S4 Avant and two Audi RS 5 cars.

Audi “factory” driver **Timo Scheider** celebrated his Le Mans debut at the wheel of a GT2 Porsche. The two-time DTM Champion regularly visited the Audi Sport Team Joest.

A special service was offered to the fans by **Audi tv**: At www.audi.tv it was possible to follow the Le Mans 24 Hours live from the cockpits of the three Audi R15 TDI cars. All three vehicles were equipped with on-board cameras.

About 300 Audi employees experienced the Le Mans 24 Hours at the **Audi Camp** – including a barbecue, Football live TV and music from the Band “Moscitos”.

Oliver Jarvis, who drove an Audi R10 TDI of the private Kolles team at Le Mans, was awarded the “Rookie of the year” trophy for being the fastest newcomer in qualifying.

Frank Biela and **Lucas Luhr** worked as Co-Commentators for Eurosport at Le Mans. Biela experienced an unpleasant surprise on Saturday morning when he discovered that thieves had broken into his Audi RS 6 during the night and stolen personal items.



Oliver Jarvis was also the victim of thieves: Just before the warm-up session, the DTM driver realized that his complete racing gear was stolen. The Briton had to borrow equipment from his fellow drivers at Audi Sport Team Joest.

The Audi Group sold around 950,000 cars of the Audi brand in 2009. The Company posted revenue of €29.8 billion and an operating profit of €1.6 billion. 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 and of the Audi A4 in early October 2008. 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 58,000 people worldwide, including 45,500 in Germany. Between 2010 and 2012 the Audi Group is planning to invest around €5.5 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.