

Communications Motorsport

Daniel Schuster

Tel: +49 841 89-38009

E-mail: daniel2.schuster@audi.de

www.audi-motorsport.info

Party time: the DTM family guest of Audi

- **Audi starts the 2013 DTM season with almost 500 guests**
- **DTM drivers enjoy evening in Munich scene hotspot H'ugo's**
- **Audi Financial Services and Akrapovič presented as partners**

Ingolstadt, April 4, 2013 – Audi staged an impressive launch on Thursday evening to signal the start of the crucial preparation phase for the season opening in exactly one month. The event was attended by almost 500 guests from sport, industry and the media. At the heart of the turmoil in the Munich trend restaurant H'ugo's: the eight DTM drivers, Motorsport Boss Dr. Wolfgang Ullrich and numerous VIPs.

If this evening was a foretaste for the 2013 DTM season, then the fans can look forward to an exciting year: at the 'Audi DTM Warm-up 2013' in the Munich scene hotspot H'ugo's, the drivers around double Champion Timo Scheider, shooting star Edoardo Mortara as well as newcomer Jamie Green appeared easygoing and relaxed, but also feisty and ready for action. "Our goal is to bring the title back to Ingolstadt," explained Scheider on behalf of his team-mates.

Audi issued the invitation to Munich to present its squad for the 2013 season to media representatives and all other members of the DTM family. The guests had the opportunity to have a quiet chat away from the pit lane and paddock with the racing drivers, team bosses and the personalities responsible for motorsport at the four rings, and to get in tune together for the ten races. Celebrities like FC Bayern Munich star Franck Ribéry, former ski jumper Seven Hannawald and kickbox World Champion Dr. Christine Theiss happily accepted the invitation and mingled with the party troop till late in the evening.

In addition to interviews with the DTM stars and a performance by singer Giovanni Zarrella, they also eagerly followed the presentation of two Audi Sport partners: Audi Financial Services will extend his support and advertise on Filipe Albuquerque's Audi RS 5 DTM in 2013. The financial service provider showed off the design publically for the first time on the stage at H'ugo's. The exhaust specialist Akrapovič is represented with immediate effect by its logo on six of the eight DTM cars.



As early as next week, the Audi factory drivers swap their evening wear for racing overalls yet again: from Tuesday to Friday every driver from Audi, BMW and Mercedes-Benz meet at the Hockenheimring for the final joint test before the first race of the season on May 5.

– End –

The Audi Group delivered more than 1,455,100 cars of the Audi brand to customers in 2012. In 2012, the Company posted revenue of €48.8 billion and an operating profit of €5.4 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). The Audi Q7 is built in Bratislava (Slovakia). In November 2012, CKD production of the Audi Q7 was added to the existing Audi A4, A6 and Q5 manufacturing operations in Aurangabad (India). At the Brussels plant, production of the Audi A1 has been running since 2010, while production of the new A1 Sportback began in 2012. The Audi Q3 has been built in Martorell (Spain) since June 2011. The Company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include AUDI HUNGARIA MOTOR Kft. (Győr, Hungary), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy), AUDI BRUSSELS S.A./N.V. (Brussels, Belgium), quattro GmbH in Neckarsulm and the sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). Audi currently employs more than 68,000 people worldwide, including around 50,000 in Germany. The brand with the four rings plans to invest a total of €11 billion by 2015 – mainly in new products and the expansion of production capacities – in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" claim. Audi is currently expanding its site in Győr (Hungary) and will start production in Foshan (China) in late 2013 and in San José Chiapa (Mexico) in 2016.

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 Audi Environmental Foundation. Within the context of "Vorsprung durch Technik", which extends far beyond its products, the Company is directing its activities toward a major goal – comprehensive CO₂-neutral mobility.