

State of the ArTT – the Audi TT turns 25: Summer exhibition at the Audi museum mobile

- TT models in a special anniversary exhibit from July 24 to September 24
- More vehicles centering on the “Tourist Trophy,” which gave its name to the Audi TT

Ingolstadt, July 19, 2023 – The Audi TT made design history when the series debuted 25 years ago. A quarter of a century later, Audi Tradition celebrates the iconic sports car in its “State of the ArTT” exhibition. Visitors can see the unique showcase from July 24 to September 24 at the Audi museum mobile in Ingolstadt.

There is *one* car that has to be shown among the [TT’s ancestors](#): the 1995 show car. Audi presented the study at the IAA in Frankfurt in September of that year. And right away, public opinion was clear: The car should go into series production – exactly as it is! So, the decision was made in late 1995 that the Audi TT Coupé would be built. And in 1998, production began. Torsten Wenzel, the exterior designer at Audi who helped translate the study into series production, recalls: “To us, the greatest praise was when the trade press noted appreciatively that little had changed from the study to the series model, although we did, of course, have to adapt several details due to the technical specifications for the series version, including the proportions.” For Wenzel, who owns his own first-generation TT, the TT remains unchanged today, “a drivable sculpture, with the finest surfaces and lines.”

The Audi TT was an innovation with a traditional name.

The Ingolstadt-based car manufacturer deliberately deviated from the usual Audi conventions when it named the new sports car back then: The model name “TT” is reminiscent of the legendary Tourist Trophy on the Isle of Man, one of the oldest and most spectacular motorsports events in the world and one where NSU and DKW achieved great success with their motorcycles. With the NSU TT, the Neckarsulm-based car manufacturer had already established a connection to the brand’s motorsports successes on the island in the 1960s. The brand with the four rings then used this double reference when naming the Audi TT. Curator Stefan Felber: “We are also showing some special models from this part of TT history in our summer exhibition.” For example, the 1954 NSU Rennfox, the motorcycle that won the TT Ulster and gave its name to the later NSU models Quickly TT and NSU Prinz TT. Through this lineage, it is ultimately also a predecessor of the Audi TT, a model that was as revolutionary as it was brand-defining.

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July 24 to September 24 at the Audi museum mobile; booking and ticket prices [online](#)

In addition to exhibits on the history of the “TT” name, the summer exhibition on the history of the Audi TT itself also features several studies and coupés from all three generations, such as the 2005 Audi TT quattro sport, the 2009 Audi TTS Pikes Peak “Shelly”, the 2013 Audi TT ultra quattro concept, and the winner of the 2017 Audi TT Cup.

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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

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

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.
