



Communications Motorsport

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Talents from the Audi Sport TT Cup master sweat-inducing fitness camp

- **Numerous highlights during season preparation in Oberstdorf**
- **DTM driver Mattias Ekström gives junior talents valuable tips**
- **Audi Sport TT Cup Project Leader Philipp Mondelaers praises team spirit**

Ingolstadt/Oberstdorf, March 18, 2016 – During the five-day fitness camp for the 2016 Audi Sport TT Cup, the young participants of Audi’s one-make cup laid their foundations for the season. The international junior talents from eleven nations were assisted by two-time DTM Champion Mattias Ekström and World Mountain Running Champion Helmut Schießl, among others.

From the first day on, the fitness camp for the entrants of the 2016 Audi Sport TT Cup offered an action-packed program. It included orientation runs, spinning and Pilates courses, cross-country skiing practice, mountain runs and presentations on special topics. After nearly a week of top sporting performances and teambuilding activities, Project Leader Philipp Mondelaers provided a positive assessment of the event: “All the participants were highly motivated throughout the camp. There’s no doubt in my mind that we’re again going to see a very thrilling season in the Audi Sport TT Cup.”

Strenuous training elements and valuable tips awaited the entrants, whose average is 20 years, for instance at a mountain run with Long Distance World Champion Helmut Schießl. Audi factory driver Mattias Ekström delivered a presentation informing the young participants of what it takes to become a true motorsport champion besides talent. The two-time DTM title winner emphasized that meticulousness and staying power are two other indispensable traits on the road toward becoming a professional race driver. “Everyone listened with great interest and I was impressed by the competent questions asked by the youngsters, some of whom are only 16,” said Ekström.

The next highlight in the Audi Sport TT Cup will be on the young drivers’ agenda at the beginning of April. A driving test in the 310-hp Audi TT cup at the



Hockenheimring and a professional media training session are still awaiting the participants in their pre-season preparation. The second season of the Audi one-make cup will start during the DTM season opener at Hockenheim on the first weekend in May.

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. In the second half of 2016, the production of the Audi Q5 will start in San José Chiapa (Mexico). 100-percent subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2015, the Audi Group delivered to customers approximately 1.8 million automobiles of the Audi brand, 3,245 sports cars of the Lamborghini brand and about 54,800 motorcycles of the Ducati brand. In the 2015 financial year, AUDI AG achieved total revenue of €58.4 billion and an operating profit of €4.8 billion. At present, approximately 85,000 people work for the company all over the world, about 60,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.