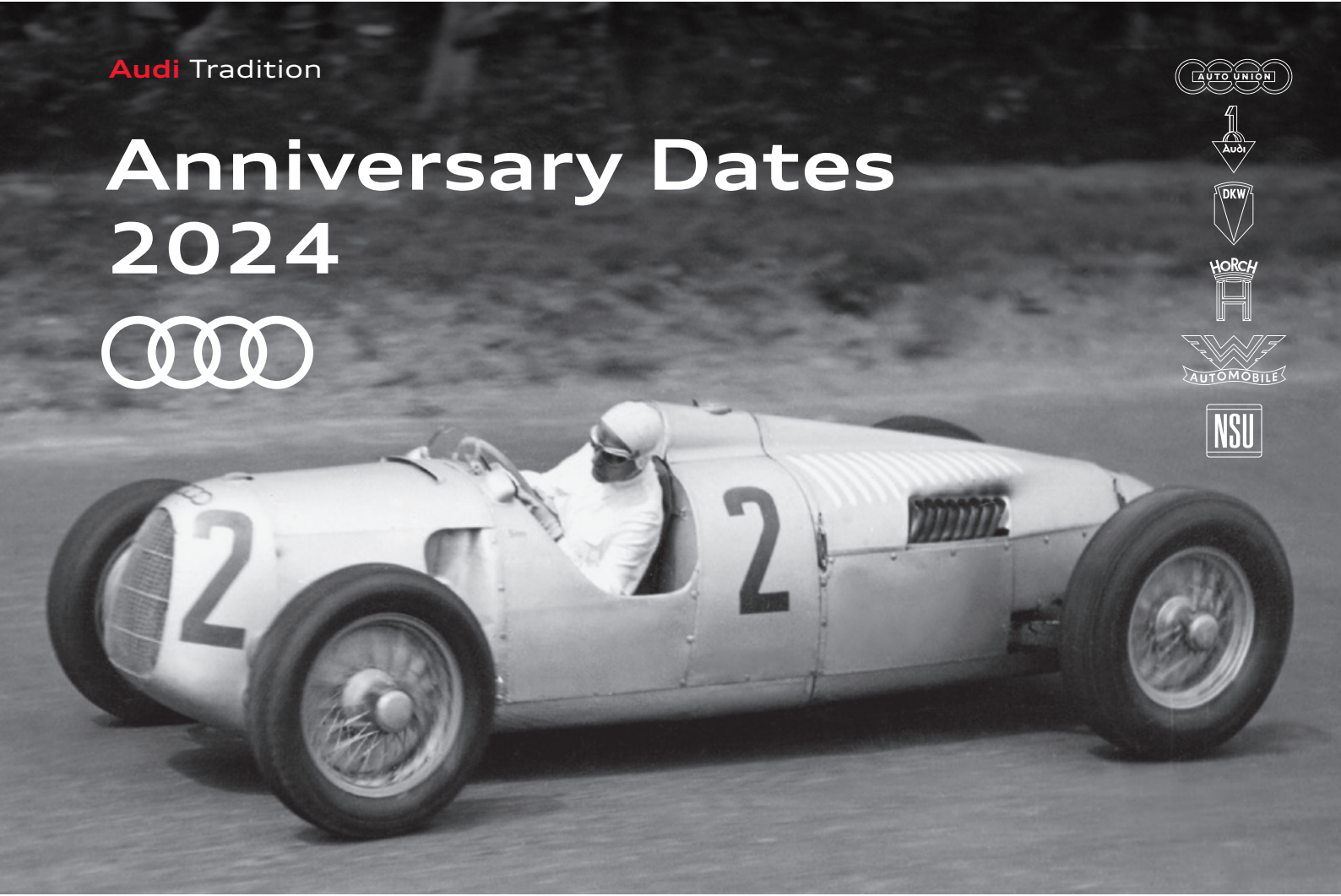
Audi Tradition

Anniversary Dates 2024



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Anniversaries in Our Corporate History

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25
Years

Audi S3

The compact three-door Audi A3 that was unveiled in autumn 1996 was based on the platform of the VW Golf IV, which hit the market one year later. When it was launched on the market, there were three petrol engines ranging from 74 kW/101 hp to 110 kW/ 150 hp as well as the 66 kW/90 hp TDI.

At the Geneva Motor Show in March 1999, Audi really captured people's attention by presenting the S3 with a 154 kW/210 hp five-valve turbo engine and permanent all-wheel drive. The car's sporty features included 17" Avus alloy wheels, a sports chassis, sports exhaust, roof-edge spoiler and a six-speed gearbox as well as various visual modifications and Recaro sports seats as standard.

With a top speed of almost 240 km/h, the S3 was one of the fastest compact sports cars, but it also offered plenty of room for four passengers and a reasonable amount of luggage.

In contrast to the purely mechanically controlled quattro drive concept in the B, C and D segment, the S3 had a transverse engine platform and used the hydraulically controlled Haldex system that subsequently also became a well-known feature on Volkswagen models. This principle only delivers power to the axle with the better traction when there is corresponding slippage; normally power is only sent to one axle.

30
Years

Audi A4

In October 1994, Audi presented the successor to the Audi 80 series in the form of the Audi A4. During an economically uncertain period, Audi pinned great hopes on this new model, which was made ready for production in a record time of just 26.5 months.

All expectations were smashed by the most rapid launch of a new series in the company's history. Alongside the great commitment from the employees, this was primarily down to the simultaneous engineering that was implemented consistently in the development and preparation of the series.

When the Audi A4 saloon was launched on the market in November 1994, it was available with six different engines and in four quattro versions. As well as featuring innovations like the four-link front axle or new five-valve petrol engines, it also succeeded in reversing the spiralling trend for increased weight. Every version of the A4 was much lighter than the previous model.

30
Years

Audi A6

Following the unveiling of the Audi A8 and the high-volume Audi A4 model, the previous Audi 100 series was also renamed the Audi A6. Although the main body was unchanged, the product was upgraded with newly designed bumpers, a new front apron, headlamp lenses that were bevelled towards the radiator grille, new indicator lights and tail lights. All models were given extra indicator lights on the side of the front fender. The side trims, door handles, external mirrors and bumpers were painted in the same colour as the car.

The launch of the A6 series also heralded the end of the era of five-cylinder petrol engines. Only the five-cylinder turbo engine in the Audi S6 was retained in the range until production ended. One year after the market launch, the A6 was given newly developed, more powerful four and six-cylinder, five-valve engines with a variable-length intake manifold and, with the four-cylinder engine, variable camshaft adjustment. Almost 291,000 of the fourth C-series generation were made before the factory holidays in August 1997.

30
Years

Audi A8

At the Geneva Motor Show in March 1994, AUDI AG presented the Audi A8, its new model in the premium segment. By unveiling this car, Audi once again demonstrated the company's capacity for innovation in the field of automotive engineering. After many years of development, it had managed to put the Audi A8 into production with a fully aluminium body.

The body was based on the Audi Space Frame (ASF). This was a frame structure for the body on which individual extruded profiles were joined together by die-cast nodes. The engineers incorporated large, load-bearing aluminium panels into the bodywork cell that was created. Along with the welding and adhesive bonding technology, this was also the first time in automotive engineering that self-piercing rivets had been used as connecting elements.

The Audi A8 was initially available in the quattro version with a 4.2-litre V8 engine that produced 220 kW/300 hp. Other units with six, eight and twelve cylinders were set to follow as petrol and diesel engines.

30
Years

Market launch of Avant RS2

1994 was the year in which the first customers were able to pick up the high-performance estate car that had been developed in cooperation with Porsche on the basis of the Audi S2 Avant from their Audi dealer; it was first unveiled the year before at the International Motor Show in Frankfurt. Changes to the engine control unit, turbocharger and intercooler and an optimised exhaust gas system boosted the performance of the 2.2-litre five-cylinder engine up to 232 kW/315 hp. Combined with a close-ratio, six-speed manual gearbox, this guaranteed acceleration up to 100 km/h in just five seconds. The non-limited top speed was 262 km/h.

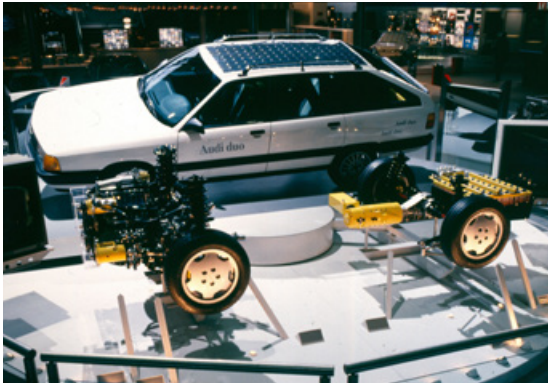
The Avant RS2, which cost almost 100,000 DM, was manufactured from 1994 at Porsche in Zuffenhausen in a production alliance with the Audi factory in Ingolstadt. Over two years of production, the company manufactured 2,908 Avant RS2 instead of the 2,200 cars that were planned, reinforcing the tradition of the RS high-performance models.

35
Years

Audi duo

In autumn 1989, the third generation of the Audi 100 provided the basis for developing the “Audi duo”, which was first presented at the Geneva Motor Show in March 1990.

Working in close cooperation with the Kulmbach-based company Pöhlmann, the Audi developers cut back the drive to the rear axle on an Audi 100 Avant quattro with a 98 kW/133 hp five-cylinder injection engine. The electric drive was provided by a 12.6 hp DC electric motor that was seated in the centre tunnel in front of the rear axle and delivered 110 Nm of torque to the rear-axle differential that was blocked together with it.



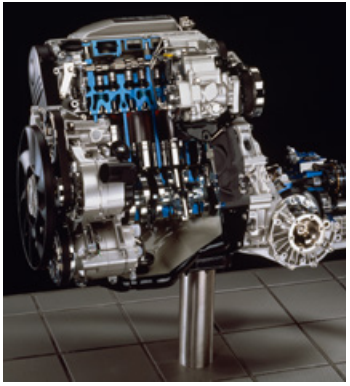
A 181 kg nickel-cadmium battery that had a capacity of 8.6 kWh and could be charged rapidly delivered power for the electric drive and demonstrated the feasibility of hybrid vehicles that can travel without producing any exhaust emissions on short journeys. To switch from one operating mode to the other, the car had to stop and be switched over to electric drive with the combustion engine switched off.

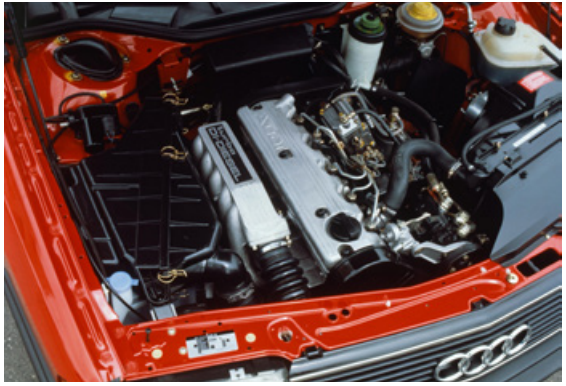
35
Years

Audi Turbo-Diesel With Direct Fuel Injection (TDI)

After more than thirteen years of development work, Audi engineers managed to adapt the diesel direct injection that had previously been the preserve of HGVs for diesel engines in passenger cars as well. In combination with exhaust turbocharging, they succeeded in creating a low-loss combustion process, which in turn was reflected in extremely efficient fuel consumption.

In autumn 1989, the engineers from Ingolstadt unveiled the Audi 100 with the 2.5-litre, five-cylinder TDI engine at the International Motor Show in Frankfurt. This saw Audi elevate the use of a diesel engine in a passenger car to a whole new level and sparked a true “diesel revolution”.





40
Years

Audi Sport quattro

When Audi presented the Audi quattro with permanent all-wheel drive at the Geneva Motor Show in 1980, it triggered a wave of all-wheel-drive vehicles that revolutionised the world of international rallying from 1981 onwards. To maintain its edge over its rivals in the world of rallying for a longer period of time, from the summer of 1982 Audi in Ingolstadt developed a quattro with a shorter wheelbase and a dual overhead camshaft engine with four valves.

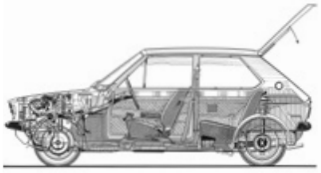
The Audi Sport quattro, which was the basis for an uncompromising Group B rally car, appeared at the Frankfurt International Motor Show in September 1983. The “short quattro”, as it was often lovingly referred to, was brimming with high-performance technology. Its 225 kW/306 hp made it the most powerful German production car of its day. The body of the Sport quattro consisted, alongside a supportive metal frame, largely of composite materials and, due to the small number of units, it was made at the bodywork company Baur in Stuttgart. The corresponding plastic body parts were supplied by the Swiss company Seger + Hoffmann.

The 200 Sport quattro units that were required for homologation were completed on 26 April 1984. As sales to private individuals only really took place after this, the cars had been built in advance. For this purpose, four colours were chosen: Tornado Red, Copenhagen Blue, Malachite Green and Alpine White.

There’s always an exception to every rule: Two Sport quattro were delivered painted black.

50
Years

Audi 50



The Audi 50 appeared at dealers in response to the energy crisis of the early 1970s promptly on 26 October 1974. The presentation of the compact, yet extremely spacious “Mini Audi” to the press took place in Sardinia in the summer of 1974.

The entry-level model, which was the last car to be developed under engineering director Dr. Ludwig Kraus, added the finishing touch to the bottom of the range of Audi models. Two newly developed engines, a 1.1 litre with 50 hp that was designed for normal petrol, and a 1.3 litre that produced 60 hp but required premium fuel, delivered attractive levels of performance with moderate fuel consumption figures.

It was decided from the outset that the mini Audi should be manufactured on the production line at VW in Wolfsburg because the plan was to produce large numbers of units. Six months after the Audi 50 was unveiled, its trimmed-down version with a smaller engine hit the market in the form of the VW Polo in spring 1975. Production of the Audi 50 ended in July 1978, but the VW Polo remained in the range, with a minor facelift, until 1981.

55
Years

Audi 100 Coupé S

With its design clearly borrowed from the Italian styling of the period, the coupé model of the Audi 100 was shown to the public for the first time at the Frankfurt Motor Show in September 1969, although it was not launched on the market until the following year.

Wider tyres, internally ventilated disc brakes on the front wheels and a more luxurious interior trim and upholstery with a height-adjustable steering wheel were some of the details that distinguished the four-seater fastback version from the normal Audi 100 saloon.

Originally fitted with a twin carburettor system, from the autumn of 1971 onwards the Audi 100 Coupé S was equipped with a single carburettor to improve the exhaust performance, but this had almost no detrimental impact on the engine's performance. As well as the signal colours that were typical of the 1970s, metallic shades were also a popular choice for the Audi 100 Coupé S.

Up until production ceased in 1976, the coupé underwent all the technical and visual facelifts that the saloon range experienced. This is why the cars built later look "edgier", with styling adapted to reflect the Audi 80 that appeared later. With a total of 30,687 cars produced and in contrast to the Audi 100 saloon, the coupé remained a car for "free spirits" and soon achieved cult status.

55
Years

Audi NSU Auto Union AG

Volkswagenwerk AG acquired the shares of Auto Union GmbH in December 1964. At the start of 1969, a second subsidiary in the form of NSU Motorenwerke AG joined the Volkswagen Group. On 10 March 1969 there was then a merger agreement between the two subsidiaries, Auto Union GmbH and NSU Motorenwerke AG. At an extraordinary general meeting of NSU AG, the shareholders agreed to the merger with effect from 1 January 1969. The new company was then called Audi NSU Auto Union AG.

55
Years

NSU K 70

The development of the NSU K 70 began at NSU at the start of 1965. While the technology was produced by a team of engineers led by chief engineer Ewald Praxl, the design was the work of Claus Luthe, who had also previously designed the revolutionary NSU Ro 80. The engineers from Neckarsulm saw the K 70 as a link between the smaller models with an air-cooled, rear-mounted engine and the Ro 80. The letter “K” in the name of the model stood for “Hubkolbenmotor”, the German word for reciprocating piston engine, and the number “70” indicated that the new model ranked below the Ro 80.

The 1.6-litre engine followed the traditional NSU school of design but, in contrast to the small four-cylinder models, it was water-cooled. As well as enabling a short overall length, fitting the engine at an angle at the side above the differential – described by the NSU advertising as a “level engine” – also made it possible to replace the clutch without needing to remove the engine or three-shaft transmission.

The car’s performance was outstanding thanks to its long wheelbase, trailing arm rear axle, stabilisers and

front-wheel drive, but the soft suspension resulted in significant lateral tilt on heavy cornering. The vehicle's safety features included rack-and-pinion steering with an angled collapsible steering column, dual-circuit braking system, defined crumple zones and the fuel tank fitted in front of the rear axle to protect it in the event of a crash.

When NSU was taken over by Volkswagenwerk AG, the presentation of the newest NSU model, which had been scheduled for the Geneva Motor Show in March 1969, was cancelled. The merger of NSU and Auto Union to create Audi NSU Auto Union AG sparked rumours that the K 70 would not be built as a product to rival the Audi 100 and VW 411/412.

But this did not happen and VW adopted the last new car to be developed in Neckarsulm, getting it ready for production with help from former NSU engineers at the newly constructed plant in Salzgitter within a year. From August 1970 to May 1975, 211,127 VW K 70 rolled off the production line in Lower Saxony.

60
Years

Takeover of Auto Union GmbH by Volkswagenwerk AG

1964 was a key turning point for Auto Union in Ingolstadt. In an extraordinary meeting of the shareholders on 16 December 1964, those present decided to increase the share capital from 80 to 160 million DM. At the same time, the acquisition of 51% of the capital by Volkswagenwerk AG, which had been prepared back in October of the same year, received the required approval. The officials thus initiated the gradual takeover of Auto Union GmbH from Daimler-Benz AG (previously the sole shareholder) by Volkswagenwerk AG. The takeover became legally effective on 1 January 1965. The rest of the shares were acquired from Daimler-Benz in further stages. From 1 November 1966, Auto Union GmbH was a fully owned subsidiary of VW.

60
Years

DKW F 102

The long-awaited successor to the outdated Auto Union 1000 made its debut at the International Motor Show in Frankfurt in September 1963, but only hit the market in March 1964.

Hailed as the “Formula of Progress”, the DKW F 102 was a car with a modern design that was noted for its self-supporting body which was a departure from the separate design of chassis and body that had previously been customary at the company. But the grand DKW was still fitted with a three-cylinder, two-stroke engine. It was set to be the final two-stroke passenger car in the company’s history; the last DKW F 102 rolled off the production line in March 1966. In two years, 46,337 two-door saloon cars and 6,699 four-door models were built.

60
Years

DKW F 12 Roadster

In January 1964, production of the DKW F 12 Roadster began at the Auto Union factory in Ingolstadt. The convertible version of the DKW F 12 was also on display at the Auto Union stand at the International Motor Show in autumn 1963. The development work had been done by the bodywork company Baur in Stuttgart, which also supplied the full soft top as a complete module.

To accentuate the sporty feel of the car, the engineers also boosted the performance of the three-cylinder two-stroke engine to 45 hp at 4500 rpm and lowered the chassis on the rear axle. The sporty 2+2-seater remained in production for a year. During this time, 2,804 vehicles were made.

65
Years

Start of Production of DKW Junior

DKW had grown big making small cars before the Second World War. But in the post-war period, the range lacked a vehicle with the punch of the Reichsklasse or Meisterklasse, a “true DKW” indeed.

Under the supervision of technical director Oskar Siebler, who returned to the company in 1957 together with Dr. William Werner, a modern small car with a body made from steel sheet was developed in a very short time. It was designed using all the knowledge gained from previous small-car projects that used plastic. When Auto Union unveiled the prototype of its new small car, the “DKW 600”, at the International Motor Show in 1957, it caused a real sensation.

The body designed by Josef Dienst and Erich Angerhöfer had a trapezoid shape, but also incorporated features from the design of the plastic test car. Following the takeover of Auto Union GmbH in March 1958, engineers from the new parent company Daimler-Benz AG also worked to get the DKW Junior, as it would be known, ready for production. But the main problem was a lack

of manufacturing capacity. The Düsseldorf plant was stretched to its limits with the production of various 3=6 and 1000 models, and in the “smelting works” in Ingolstadt it was not possible to set up efficient large-scale production. Ultimately, the decision was made in April 1958 to construct a new automotive factory on a plot of land away from the centre of the city of Ingolstadt. One of the reasons for this decision was access to a set of skilled workers who were available to take on new work as the production of bicycles and vans receded. The construction works began on 18 July 1958 and 13 months later, in August 1959, the first DKW Junior rolled off the production line.

65
Years

Commissioning of New Factory

18 July 1958 saw construction work begin on a new automotive factory for Auto Union GmbH on the outskirts of Ingolstadt that was set to accommodate the production of the “mini DKW” that was unveiled at the International Motor Show in 1957. The shell of the building was completed by 15 December of the same year; eight months later, in August 1959, production of the DKW Junior finally commenced.

In the years that followed, the old production facilities in the centre of Ingolstadt, some of which were now inadequate, were gradually abandoned. The Auto Union factory in Düsseldorf, where DKW passenger cars from the 1000 series had continued to be made up until October 1961, was sold to Daimler-Benz AG in 1962. This meant the production of all Auto Union models (DKW Junior, AU 1000, AU 1000 Sp, DKW Munga) was concentrated in Ingolstadt.

The decision to opt for Ingolstadt as a location was not an easy one for the management of Auto Union; despite plots of land already having been purchased and great encouragement from Ingolstadt city council, for a long time a new building in Zons by the Rhine was the favoured option. The fact that ultimately Ingolstadt won out as the preferred site was thanks not least to Fritz Böhm, who was the chairman of the works council in Ingolstadt for many years.

75
Years

Founding of Auto Union GmbH, Ingolstadt

The political situation in Germany in the early post-war years meant that the former factories of Auto Union AG in Saxony were seized by order of the Russian Military Administration. Auto Union AG was finally removed from the commercial register of the City of Chemnitz in 1948.

However, this order did not apply in the three Western occupation zones, which meant that in November 1948 a subsidiary of Auto Union AG was created in Ingolstadt. As the legal situation was unclear, on 3 September 1949 a second Auto Union was founded as a limited-liability company that, in purely legal terms, was independent of the Auto Union joint stock company.

By August of this year, production of DKW delivery vans started in Ingolstadt; in November, Auto Union GmbH started manufacturing the DKW RT 125 motorcycle.

75
Years

DKW Schnelllaster and RT 125 W

On 3 September 1949, Auto Union GmbH was founded in Ingolstadt as a manufacturing company. Previously, in August of this year, production of the DKW Schnelllaster started in Ingolstadt; in November, Auto Union GmbH started manufacturing the DKW RT 125 motorcycle.

The DKW Schnelllaster F 89 L was the first model to be built by Auto Union after the Second World War and the first car to be produced in Ingolstadt. The construction of the F 89 L, which had a pioneering front control design and was the brainchild of Horch engineer Kurt Schwenk, was based on proven technology, with front-wheel drive and a transversely mounted two-cylinder, two-stroke engine.

The simple and reliable delivery van was offered in various body types. They ranged from the flatbed or box van through the livestock transporter to the luxury bus. The F 89 Schnelllaster was a typical child of its time.

Born out of the requirements of the post-war years, this automobile was designed to suit the needs of the period of reconstruction in Germany.

In late 1949, Auto Union GmbH marketed its first motorcycle: the DKW RT 125 W. This model was a familiar old design because the RT 125 had been developed back in 1939 at what was then the DKW factory in Zschopau and was then built during the war years for export and for the German armed forces.

As after the war at what was now the publicly owned motorcycle factory at Zschopau in Saxony production of the same model with the name IFA RT 125 (IFA = Industrieverwaltung Fahrzeugbau) had resumed, the model from Ingolstadt was given the additional designation “W” to mark it out as a product from West Germany.

Externally, the RT 125 from Ingolstadt differed from the pre-war model by having a slightly rounder fuel tank. Otherwise, with its trapezoidal fork and elastic suspension, two-stroke engine producing 4.75 hp and a three-speed gearbox operated with a foot switch, it was essentially the same as the model that had been designed before the war.

125
Years

August Horch founds his first company

After August Horch set himself up with a small company in Cologne in 1899 and started making cars in 1901, he relocated to Reichenbach in the Vogtland region in 1902.

The initial successes of Horch's cars meant it was soon necessary to expand the factory. He needed additional capital to do this. Following advice from his business friends, August Horch decided to found a joint stock company. A new factory site was found in Zwickau.

On 10 May 1904, the Horch factory settled in Zwickau with the company name “August Horch & Cie. Motorwagen-Werke AG“. In June of the same year, production of the Horch automobiles commenced in Zwickau. By 1906, the Horch cars achieved tremendous success in the Herkomer rally, which was internationally renowned at the time.

Motorsport

25

Years

Le Mans

On 13 December 1998, it was announced in Ingolstadt that AUDI AG would be competing in June 1999 in the legendary 24 Hour Race of Le Mans for the first time. The Audi R8 racing car competed in the prototype class; the decision was made early on to deploy an open-top car. This new development was driven by the Joest Racing team in collaboration with Audi Sport.

Between 1999 and 2016, the company from Ingolstadt entered, in order of appearance, the Audi R8, R10 TDI, R15 TDI Plus, R18 and R18 e-tron quattro during 17 starts in the Sarthe department. No brand of car has won as often in Le Mans in such a short space of time as Audi. The Four Rings topped the podium in the world's most famous endurance race a total of 13 times between 1999 and 2016.

Motorsport

30

Years

Audi 80 Competition

From 3 December 1993, Audi sold a special edition of the fourth-generation Audi 80 that was limited to just 2,500 cars. The Audi 80 Competition, which was only available as a saloon, had the same front as the Audi S2 with a distinctive spoiler lip and extra air intakes. A bulky aluminium rear spoiler created downforce at the rear of the vehicle; permanent all-wheel drive delivered the power from the 140 hp 16-valve engine to the road without slipping. The road version was used as a homologation model for the Audi 80 Competition that entered the Super Touring Car Cup.

In 1994, Emanuele Pirro competed for Audi in his home country Italy and – as support for Frank Biela – also in Germany in the Audi 80 Competition. The ex-Formula 1 driver managed to win the Italian championship at the first attempt. In 1995, driving the Audi A4 STW, he onceagain claimed victory in Italy and ultimately also won the German championship in 1996.

Motorsport

35

Years

Audi 90 IMSA-GTO

Following a victorious year in the American TransAm race series, in 1989 Audi competed in the GTO class of the IMSA series. The IMSA (International Motor Sports Association) Championship was one of the three most prestigious motor-racing championships in the USA and Canada. With the pairs of drivers Hans-Joachim Stuck/Walter Röhrl and Hurley Haywood/Scott Goodyear, the company entered two teams. Of the 15 races in total, Audi completed just 13 and won no fewer than seven of them.

Stuck and Audi only managed to win the drivers' and manufacturers' championship because at the start of the season they did not enter the endurance races in Daytona and Sebring.

Motorsport

40

Years

Double championship win for Stig Blomqvist and Audi

At the end of 1982, Stig Blomqvist joined the Audi rally team along with his co-driver Björn Cederberg. The duo won the San Remo Rally on their very first appearance for the team from Ingolstadt. After gaining relevant experience with front-wheel drive (Saab 96) and rear-wheel-drive vehicles (Ford, Talbot), the taciturn Swede adapted incredibly quickly to the four-wheel-drive Audi quattro.

1984 was “his” year; even though he initially lost his lead in the world championship at the Portugal Rally, he secured the drivers’ world championship title with victory in the Ivory Coast Rally. With a final total of 125 points, he was well ahead of the second-placed driver Hannu Mikkola, who picked up 103 points. Audi also clearly dominated the manufacturers’ standings with 120 points, ahead of Lancia in second place with 108 points.

Motorsport

40

Years

Audi Sport quattro S1

When the Audi quattro entered the world of rallying in January 1981, everything seemed to be different. This was also quickly realised by the competition, who then developed their own all-wheel-drive rally vehicles, more uncompromising than before, with the engines placed in a mid-engine position behind the driver.

Audi did not want the overall design of the rally cars to be too much of a departure from the production range, so the front-mounted engine was retained. To maintain an edge over the competition, the Sport quattro was designed with a 30 cm shorter wheelbase. Internally, the car was usually just called the “short one”.

At the beginning of May 1984, the Sport quattro in the Group B rally version competed for the first time in the Corsica Rally, driven by Walter Röhrl with co-driver Christian Geistdörfer. In contrast to the established Rally quattro A2, the Sport quattro with its four-valve engine delivering 400 hp initially displayed plenty of teething problems that were only overcome towards the end of the season. A total of 22 Sport quattro in the Rally version were made.

Motorsport

40

Years

Walter Röhrl joins Audi

The first test drive of an Audi Rally quattro was performed by Walter Röhrl back in 1981 along with Audi's sports director at the time, Walter Treser. Despite all the hype coming out of Ingolstadt, Röhrl was sceptical about whether this new development would be reliable enough.

It was not until the end of 1983, not least at the behest of the then Audi CEO, Dr. Ferdinand Piëch, that he signed a two-year contract, primarily for test driving. Röhrl had to fundamentally change his driving style, which was attuned to rear-wheel-drive vehicles. According to the two-time world rally champion, the "penny dropped really quickly" and he demonstrated this in impressive style with his victory in the Monte Carlo Rally in January 1984.

In the years that followed, Röhrl drove the Sport quattro, then its enhanced evolution model which ultimately featured a dual-clutch transmission and a good 530 hp, accelerating from 0 to 100 km/h in 2.6 seconds. After leaving Group B, in 1987 Audi entered the Audi 200 quattro, but it left the world of rallying the same year. Also in 1987, Röhrl drove a heavily modified Audi Sport quattro S1 E2 to the summit of Pikes Peak in the USA in a record-breaking time. 1988 saw Röhrl undertake tests and races with the Audi 200 in the Trans-American Championship. The following year, Röhrl, who came from Regensburg, drove the Audi 90 IMSA GTO so that in 1990 he could compete with Audi and the brand-new Audi V8 DTM in the German Touring Car Championship. His involvement with the Ingolstadt-based carmaker ended in 1992.

Motorsport

40

Years

Harald Demuth German rally champion in Audi quattro

In the International Sachs Baltic Rally, the 9th Race in the German Rally Championship, in 1984 Harald Demuth and his Belgian co-driver Willy Lux became German rally champion before the season ended. For Demuth, this was his second title (after 1982) driving an Audi quattro prepared by the Schmidt Motorsport (SMS) team.

Demuth spent a year test driving in 1979, and in 1980 he won the German Rally Championship driving an Audi 80 GTE for the newly established Audi team. From 1980, he drove an Audi 80 and Audi Coupé on the rally tracks for the Cadolzburg-based SMS team; when SMS was able to enter an Audi quattro in 1982, Harald Demuth switched to the four-wheel-drive A1 and won his first title, with Arwed Fischer as his co-driver. In 1984, the next evolution of the Rally quattro – the quattro A2 – carried him to his second championship title without any serious challenge, following a season of mishaps the previous year.

Motorsport

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Years

Audi at Pikes Peak

Pikes Peak – the 4,301 m high mountain in the US state of Colorado – has staged what is probably the most famous mountain race in America since 1916. Audi has made racing history here too.

The spectators at Pikes Peak first saw an Audi in action in 1984 when Michèle Mouton secured victory for the Ingolstadt-based firm in the rally car class driving the Audi Sport quattro. In the following years of 1985, 1986 and 1987, Audi managed to pick up the crown of overall winner three times in a row. And that was not all, the mountain was actually conquered in a new record time three times running:

- 1984: Michèle Mouton, Audi Sport quattro, 12:10.38 min.
- 1985: Michèle Mouton, Audi Sport quattro, 11:25.39 min.
- 1986: Bobby Unser sr., Audi Sport quattro S1, 11:09.22 min.
- 1987: Walter Röhrl, Audi Sport quattro S1, 10:47.85 min.

Motorsport

70

Years

Top-three finish in the European Touring Car Championship for DKW

The “Geneva Rally” in November 1954 was the last championship race in a sporting year that was extremely successful for Auto Union. In the first half of the season, the DKW driven by Heinz Meier won the “Coppa argento grandissima” in the legendary Mille Miglia with an average speed of 104.95 km/h on the more than 1,500 km long course.

DKW drivers Walter Schlüter, Gustav Menz and Heinz Meier finished in the top three places in the European Touring Car Championship. At the same time, Heinz Meier claimed the title of German Touring Car Champion.

This series of victories was achieved in the new DKW “Sonderklasse F 91” model with a three-cylinder, two-stroke engine that hit the market in spring 1953 and also finished on the podium in the following years.

Motorsport

70

Years

Werner Haas World Champion on NSU Rennmax

In the 1954 racing season, nothing could match the power-boosted, fully enclosed version of the 250 cc NSU Rennmax. Double world champion Werner Haas demonstrated this in impressive style. When he won the “Grand Prix of Holland” in Assen on 10 July 1954, he achieved the maximum number of points and became world champion in the 250 cc class midway through the season.

NSU finished the 1954 season with an impressive record, but the season was overshadowed by the death of Rupert Hollaus in Monza. It was set to be the final year of racing for the Neckarsulm-based team. At the end of 1954, the NSU Board announced it would no longer be motor racing.

NSU titles in 1954

- Motorcycle World Championship in the 125 cc class (Rupert Hollaus)
- Motorcycle World Championship in the 250 cc class (Werner Haas)
- German Championship in the 125 cc class (Werner Haas)
- German Championship in the 250 cc class (Werner Haas)
- German Championship in the 350 cc class (H.P. Müller)

Motorsport

85

Years

Final grand prix victory

Two days after the outbreak of the Second World War, Tazio Nuvolari, who had been a regular driver for Auto Union since 1938, won the final grand prix race in the 1939 season on 3 September 1939. On the tight city course in Belgrade, the “Flying Mantuan” drove the Auto Union Type D at an average speed of 130.7 km/h.

The “Grand Prix of Belgrade” heralded the end of a grand prix racing era in which Auto Union managed to claim 24 victories in 61 circuit races and 18 victories in 22 mountain races.

Nuvolari’s racing car was the final development stage for the Auto Union Type D in the three-litre formula series. The twin-compressor engine with a friction-bearing crankshaft produced 485 hp at 7,000 rpm and delivered a torque of 56 mkg at 4,000 rpm to the crankshaft. Depending on the axle ratio, the top speed was up to 330 km/h.

Motorsport

85

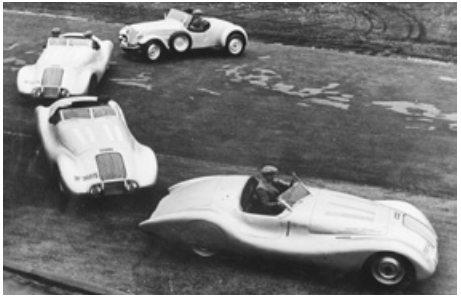
Years

Wanderer class victory in the Liège–Rome–Liège Rally

In 1938, Auto Union AG developed a special sports car for the Liège–Rome–Liège endurance race, whose distance of 4,530 km made it one of the toughest long-distance races in Europe of its day. The chassis of the Wanderer W 25 had a two-litre, six-cylinder inline sports engine and an aerodynamic light-metal body.

Three carburettors and a sports camshaft powered the engine up to 68 hp, which was sufficient to accelerate the sports car, weighing around 900 kg, up to a speed of 160 km/h. The new model did not score any points on its first outing in the summer of 1938 – the leading Wanderer dropped out 30 km before the finish line in Liège due to a technical defect with a component.

On 16 August 1939, Auto Union once again started the race in Liège with three streamlined vehicles and a two-seater special sports car. The Wanderer team was the only team to finish the marathon event victorious, winning the “Coupe des Constructeurs”.



Motorsport

90

Years

Six Days Trial in Garmisch-Partenkirchen

The first International Six Days Trial to be staged in Germany started on 27 August 1934 in Garmisch-Partenkirchen and ended with a final race in Füssen on 2 September. In this event, DKW claimed the gold, silver and bronze medals in all classes as well as the silver vase and gold medal for the best team.

More DKW motorcycle titles

1934

- DKW 250 cc Walfried Winkler German Champion and German Hill Climb Champion
- DKW 500 cc Otto Ley German Champion
- DKW 500 cc Kurt Mansfeld German Hill Climb Champion
- FICM European Championship in the 250 cc class
- World records in the 125 cc, 175 cc and 250 cc classes

1939

- Victories in the Mountain Grand Prix of Germany in the 250 and 500 cc classes
- FICM European Championship in the 250 cc and 350 cc classes
- German Motorcycle Championship in the 250 cc and 350 cc classes

1954 Six Days in Wales

- 175 cc class, gold, silver and bronze for DKW
- 250 class, gold and bronze for DKW

Motorsport

90

Years

Auto Union grand prix racing car

In 1932, after Auto Union AG was founded in a merger of Audi, DKW, Horch and Wanderer, the company was looking for a way to raise the profile of the new company name and the Four Rings internationally.

Ferdinand Porsche, who had been commissioned to design a racing car even before the Wanderer plants merged, then developed a racing car on behalf of Auto Union. The design was as spectacular as it was pioneering.

A 4.4-litre, 16-cylinder mid-mounted engine with a compressor and 295 hp was located directly behind the driver and, combined with the short front, this gave the car an unusual appearance. The first car was ready by autumn 1933, and in November the engineers tested it for the first time at the Nürburgring.

The Auto Union racing car made its first official appearance when it was driven by Hans Stuck on 6 March 1934 on the AVUS track in Berlin. Auto Union had turned up to try to break the existing world speed records. By the end of the day, three new world records had been set. Just a short time later, on 27 May 1934, the racing car made its international racing debut in the international Avus race. From then on, the grand prix racing cars from Auto Union and Daimler-Benz dominated international motor racing.

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