

Audi Tradition

Anniversary Dates 2025





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25
years

Market Launch of the Audi allroad quattro

In January 1998, the concept of the “crossover model” Audi allroad quattro debuted at the Detroit Motor Show, following product marketing’s identification of a niche within the Sports Utility Vehicle (SUV) segment.

The aim in developing the allroad quattro was not to create a highly specialized off-road vehicle but to combine a fast, comfortable passenger car with solid off-road capabilities. Visually, the vehicle resembles the Audi A6 Avant quattro of the C5 series. Beneath its nearly unchanged bodywork, it features height-adjustable

table air suspension, an optional low-range gearbox, and a sturdy aluminum skid plate. Flared wheel arches with color-contrasting fender extensions house specially designed large wheels. In addition to the fender flares, robust, unpainted plastic bumpers protect the body.

The engine lineup included a six-cylinder TDI, a six-cylinder turbocharged petrol engine, and a 4.2-liter V8 topping the range. Between May 2000 and 2005, a total of 88,174 first-generation Audi A6 allroad quattros were sold.



25
years

Sales Launch of the Audi RS 4 B5

In May 2000, Audi announced the Audi RS 4, the first vehicle independently developed by quattro GmbH. Powered by a Cosworth-modified 2.7-liter V6 bi-turbo engine with five valves per cylinder, delivering 280 kW (380 hp), the RS 4 was offered exclusively as an Avant. With 18-inch wheels, a lowered suspension compared to the S4, flared wheel arches, and redesigned front and side skirts, the new top model of the A4 series set itself apart from its lesser siblings and succeeded the legendary Avant RS2.



Sales of the RS 4 began in [June 2000](#) with a base price of 129,000 DM. Production took place at the Neckarsulm plant, where partially assembled vehicles from Ingolstadt were completed. In the quattro GmbH workshop, a small team assembled approximately 32 Audi RS 4s daily.

In spring 2001, quattro GmbH introduced a customized sports package for the RS 4. For an additional 7,740 DM, this package unlocked the vehicle's full potential. Racing bucket seats, a further 10-millimeter suspension drop, thicker rear stabilizers, perforated brake discs paired with high-performance brake pads, and a sport exhaust system ensured that the RS 4 delivered outstanding performance even on the racetrack.

Over its 18-month production period, a total of 6,046 Audi RS 4s were built. The model quickly became a fan favourite and is now a highly sought-after collector's item.

25
years

Market Launch of the Audi A2

Under the project name “W 10” work began in 1994 at Audi Design on a visionary compact car concept, prioritizing weight reduction through consistent light-weight construction.

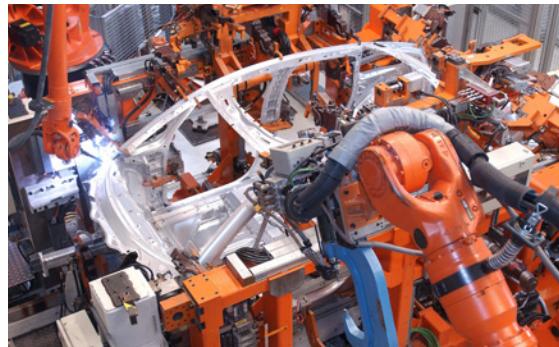
The result of these efforts debuted as a concept car at the Frankfurt Motor Show (IAA) in fall 1997, presented as the A12, a preliminary model designation, and nicknamed “Light Green” due to its color. The following month, “Light Blue,” a three-door variation featuring a roll-top roof and flexible cargo area, was showcased at the Tokyo Motor Show. In September 1999, the production version was unveiled at the Frankfurt Motor Show as the Audi A2.

At its market launch on **June 30, 2000**, the Audi A2 was available with a 75-hp petrol engine and a 75-hp TDI engine. These were followed in March 2001 by the first four-door “three-liter” car in the form of the highly aerodynamic and technically optimized Audi A2 1.2 TDI. To expand the initially limited engine lineup, a brand-new 1.6-liter direct-injection petrol



engine was introduced in May 2002, offering 110 hp and enabling a top speed of just over 200 km/h in the lightweight car. In November 2003, a more powerful version of the 1.4-liter TDI with 90 hp and impressive performance was introduced, rounding out the engine range.

In March 2003, Audi launched the special edition “colour.storm,” featuring vibrant lifestyle colors and a matching two-tone interior design, which remained available until the end of production in July 2005. Over five years, 176,377 Audi A2s were produced in the purpose-built Hall A14 at the Neckarsulm plant.



25
years

Audi museum mobile Ingolstadt

On December 15, 2000, the Audi museum mobile was officially opened. It impresses with its architectural design and dominates the Audi Forum Ingolstadt with its prominent circular glass structure. Urbanistically, it represents the entrance to the factory grounds, while conceptually embodying ideas such as transparency and mobility. Its unique architecture incorporates the principle of tree rings behind a fully glazed façade, symbolically combining permanence and change.

The museum building completes the Audi Piazza, which serves as the company's reception area. Surrounding an open, tree-lined square are the vehicle delivery center, the forum with the Market Restaurant and the Avus Restaurant on the first floor, the museum, and the "Market and Customer" building.



35
years

Presentation Audi duo

In the fall of 1989, Audi developed the first generation of the Audi duo based on the Audi 100 Avant (C3) in collaboration with Pöhlmann KG, based in Kulmbach. This pioneering model made its debut at the Geneva Motor Show in March 1990.

The vehicle was an Audi 100 Avant quattro equipped with a five-cylinder fuel-injected engine producing 100 kW (136 hp), combined with a 12.6 hp direct

current electric motor mounted on the rear axle. This innovative setup demonstrated the feasibility of hybrid vehicles capable of emission-free driving over short distances.

The electric motor drew power from a 181 kg nickel-cadmium battery pack with a capacity of 64.8 volts and 8.4 kWh. The battery could be fully recharged in ten hours using a standard 220-volt household outlet.



35
years

First Appearance Audi Coupé S2

In **September 1990**, Audi unveiled the Audi S2, the flagship model of the Coupé range, at the British International Motor Show in Birmingham. Finished in striking Ginster Yellow, the S2 was designed to succeed the legendary Audi quattro, which had been in production for a decade.

The ancestor of all subsequent Audi S models was powered by a turbocharged five-cylinder, four-valve engine. With a displacement of 2,226 cm³, it delivered 220 hp at 5,900 rpm, propelling the aerodynamically optimized coupé to a top speed of 248 km/h.



A significant technical update in 1992 boosted engine output to 230 hp at 5,900 rpm. A newly developed six-speed manual transmission transferred power to the wheels. And power was abundant – thanks to the “Overboost” feature, which temporarily increased turbo boost pressure, maximum torque surged to 350 Nm at just 1,950 rpm.

Production of the Audi S2 concluded in December 1995, with a total of 7,370 units of both versions built.



40
years

AUDI NSU



Renaming of Audi NSU Auto Union AG to AUDI AG

Following the end of production of the Ro 80 in 1977, the use of the NSU name as a product designation came to an end. This led to considerations of changing the unusually long and hard-to-remember company name, Audi NSU Auto Union AG. In practice, this name had never truly gained traction, as people generally referred to the company as "Audi" or "Audi NSU."

Initially, the company favored renaming itself Auto Union AG. However, on [January 1, 1985](#), the decision was made to rename the company AUDI AG, a move that made more sense from a marketing perspective. The new name was concise, memorable, and aligned the company name with its products, creating a unified brand identity.

The renaming coincided with the relocation of the company headquarters from Neckarsulm to Ingolstadt.



40
years

Audi Introduces Fully Galvanized Bodies in Mass Production

The ability to develop and implement innovative ideas has always been a hallmark of Audi, embodied in its slogan, “Vorsprung durch Technik” (Progress through Technology).

One significant example of this philosophy was the introduction of fully galvanized bodies, which were first featured in the Audi 100/200 models during the model update in **fall 1985**. The cars utilized deep-drawn steel sheets that were either hot-dip galvanized or electrolytically galvanized on both sides. With this advancement, Audi introduced an exceptionally effective corrosion protection measure, ensuring outstanding long-term quality in mass production.

Implementing this technical innovation required new welding and painting techniques. By the fall of 1986, with the launch of the third-generation Audi 80 (internal designation B3), this model series also featured fully galvanized bodies.



45
years

Audi 200 5T – Audi's First Turbocharged Petrol Engine

In September 1979, the Audi 200 5T marked Audi's entry into the premium automobile segment, debuting at the Frankfurt International Motor Show (IAA). Development of its turbocharged five-cylinder engine had begun in January 1977 at Audi's Technical Development department in Ingolstadt. The project was based on the naturally aspirated 2.2-liter five-cylinder engine introduced in fall 1976, although the possibility of implementing a new generation of rotary engines had also been considered.

The engineers aimed to increase power output to 125 kW (170 hp) without altering the front axle load or installation dimensions. The compression ratio of the base engine was reduced from 9.3:1 to 7.0:1, piston pins were reinforced by one millimeter in diameter, and sodium-cooled exhaust valves were added to the modifications. A nickel-iron alloy exhaust manifold directed exhaust gases through three channels to an oil-cooled turbocharger, compressing the intake air to a maximum of 0.82 bar. Due to space constraints, an intercooler could not be accommodated in the engine bay, which delayed this additional optimization until the launch of the Audi quattro in 1980.



Between **February 1980** and August 1982, a total of 20,576 Audi 200 5T models with the 170 hp engine were produced. An additional 18,180 units of the U.S. version, the Audi 5000 S turbo, were built between August 1980 and August 1982. This version featured a detuned, emissions-controlled engine with 133 hp and was exclusively offered with an automatic transmission.

50
years

Audi 80 GTE

Introduced in 1972 under the leadership of Ludwig Kraus, the Audi 80 quickly became a bestseller in the compact segment.

In **October 1975**, the sporty top model, the Audi 80 GTE, was launched. Its fuel-injected engine delivered 81 kW (110 hp) while maintaining moderate fuel consumption, offering an unprecedented level of driving excitement. The GTE was exclusively available in Cadiz orange or in Signal green, making it easily distinguishable from its siblings even from a distance.



A “rally package” was optionally available, which included a matte black hood, underbody protection, a stiffer suspension setup, ventilated brake discs, alloy wheels, sport bucket seats, and an additional oil pressure gauge in the center console.

The GTE engine also found its way into the VW Golf GTI in 1976, becoming the ancestor of an entire generation of engines within the Volkswagen Group.

50
years

Start of Porsche 924 Production in Neckarsulm

At the end of 1975, production of the Porsche 924 began at Audi's Neckarsulm plant under a contract manufacturing agreement with Porsche AG on behalf of Volkswagenwerk AG.

The model was originally a sports car developed by Porsche on behalf of Volkswagen and was initially intended to be marketed under the Audi brand. However, Porsche ultimately acquired the production rights and arranged for the vehicle to be built at Audi's Neckarsulm facility.

The initial production plan called for a five-year run, but in the end, production lasted 15 years. The manufacturing of the Porsche 924/944 series concluded in 1991.



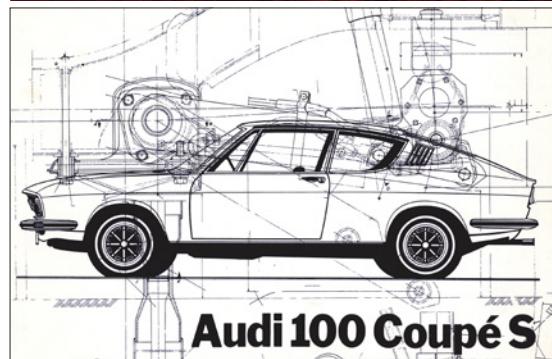
55
years

Market Launch of the Audi 100 Coupé S

The Audi 100 Coupé S, designed in Ingolstadt with clear influences from contemporary Italian styling, was launched on October 31, 1970. It had already been presented the previous year, in September 1969, at the Frankfurt Motor Show.

Distinctive features of the fastback version compared to the standard Audi 100 sedan included wider tires, a height-adjustable steering column, front ventilated disc brakes, and a premium interior design.

With a total production run of 30,687 units, the Coupé remained a niche choice compared to the Audi 100 sedan, quickly earning a reputation as a car for individualists and achieving collector status early on.





60
years

Reintroduction of the Audi Brand

By the mid-1960s, Auto Union GmbH in Ingolstadt faced a crisis with its DKW two-stroke automobiles. Although the front-wheel-drive DKW models received consistent praise for their handling in the automotive press, the three-cylinder two-stroke engine increasingly became a liability. To address this, Daimler-Benz developed a four-cylinder four-stroke engine for its struggling

subsidiary, derived from a discontinued military vehicle project.

Before the development was completed, Daimler-Benz sold Auto Union GmbH to Volkswagenwerk AG. Under VW management, the project continued. Chief engineer Dr. Ludwig Kraus fitted the newly developed, unusually





high-compression (11.2:1) four-stroke engine, known as the “medium-pressure engine,” producing 72 hp, into the modified body of the final DKW model, the F 102.

The new model, a mix of the DKW F 102 and the four-stroke engine, was named “Audi.” The Auto Union Audi was introduced at the Frankfurt Motor Show (IAA) in [September 1965](#), with production having already begun on August 13, 1965.

The Audi name had previously been used 55 years earlier, in May 1910, when the first Audi automobile, the Type A 10/22 PS, designed by Hermann Lange and August Horch, was delivered. Audi production ceased during World War II, with the final Audi 920 rolling off the assembly line at the Horch plant in Zwickau in April 1940. It would take a quarter of a century before the Audi brand made its return.





60
years

NSU Prinz 1000 TT and NSU Typ 110

In 1965, NSU fulfilled customer demands for greater sportiness with the introduction of the Prinz 1000 TT. The “TT” emblem, adorned with a checkered flag, paid homage to the Tourist Trophy, the world’s toughest motorcycle race, which NSU had dominated with a quadruple victory in 1954.



The inspiration to build this fast compact car came from NSU’s Head of PR, Artur Westrup. The initial version of the NSU TT, powered by a 55 hp engine, was characterized by front disc brakes, dual carburetors, a tachometer, twin headlights, and a steering wheel with two perforated aluminum spokes.



In 1967, an improved NSU TT was launched. The dashboard instruments were grouped on an aluminum panel, and the upgraded 1,200 cc engine produced 65 hp, making it one of the fastest cars in its class at the time.

Also debuting at the 1965 Frankfurt Motor Show (IAA) was the NSU Typ 110, which expanded the brand’s



model range upward. Developed from the Prinz 1000, the Typ 110 was powered by a 53 hp 1.1-liter four-cylinder engine mounted in the rear. It stood out from other members of the Prinz family with its extended front end featuring rectangular headlights, an enlarged

luggage compartment, and a wheelbase extended by 19 cm. Positioned just below the NSU TT in terms of price and engine performance, the Typ 110 was NSU's flagship model at the time.



70
years

Large DKW 3=6

In **September 1955**, Auto Union GmbH unveiled the updated version of its successful DKW 3=6 Sonderklasse at the Frankfurt International Motor Show (IAA). Featuring a body widened by 10 cm, this new model was designated the “Großer DKW 3=6” to distinguish it from its narrower predecessor.

The numerical equation “3=6” was retained as a marketing highlight, emphasizing the performance characteristics of the three-cylinder two-stroke engine, which were said to rival those of a six-cylinder four-stroke engine.



As with previous models, the “Großer DKW 3=6” was offered in various body styles. Customers could choose between a sedan in standard or special trim, a four-seat luxury coupé with fully retractable side windows, a four-door sedan, a two- or four-seat convertible, and, starting in the 1957 model year, a station wagon variant called the “Universal.” However, the open versions with Karmann-designed bodies were discontinued after just one year in production.

70
years

DKW Plastic Bodies

In the 1950s, Auto Union resumed pre-war efforts to develop plastic bodywork.

The driving force behind this project was Technical Director Robert Eberan-Eberhorst, who aimed to expand the model lineup with a new, small, and affordable DKW. Initially conceived as a three-seater (StM II), a four-seater variant (StM III) was also developed in parallel.

In late 1955, when eleven DKW off-road vehicles were to be delivered to the newly forming German Bundeswehr for testing, Auto Union decided to equip these vehicles and several additional long-term test units with fiberglass-reinforced plastic bodies. These bodies were manufactured at the Ingolstadt plant using monolithic press molds. However, by the time series production of the DKW MUNGA began in fall 1956, the company opted for steel bodywork, which could be produced at slightly lower costs.



In addition to the technical uncertainties of mass-producing plastic bodies – an area with no comparable references at the time – the departure of the two key figures, Eberan-Eberhorst and Kurt Schwenk, in September 1956 led to the termination of all work on DKW plastic cars. Nevertheless, foundational research on plastic body components continued at the Düsseldorf plant until it was sold to Daimler-Benz AG in 1962.



75
years

First DKW Passenger Car After the War

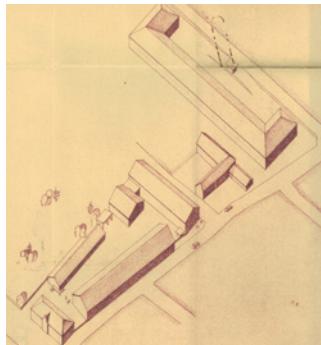
Following the establishment of Auto Union GmbH in Ingolstadt in September 1949 and the start of DKW motorcycle and Schnellaster production that same year, the company began manufacturing its first post-war passenger car in [August 1950](#).

The model, the DKW Meisterklasse F 89 P, was available as a sedan and a four-seater Karmann convertible. This new DKW combined the body and chassis of the pre-war DKW F9, originally planned for production in 1940, with the reliable two-cylinder engine from the DKW F8.

Due to insufficient production facilities for passenger cars in Ingolstadt, Auto Union acquired a former Rheinmetall-Borsig AG factory in Düsseldorf and established its passenger car production there. This facility operated until mid-1962, when production was relocated to the newly constructed Junior plant in Ingolstadt. The Düsseldorf facilities were subsequently sold to Daimler-Benz AG.



80
years



Establishment of the Central Depot for Auto Union Spare Parts in Ingolstadt

On May 7, 1945, one day before the unconditional surrender marking the end of World War II, the board of Auto Union AG fled from Chemnitz to the American-occupied zone.

Just weeks later, preliminary discussions were held at the Auto Union branch in Munich regarding the establishment of a spare parts depot in the western occupation zones. Around 60,000 DKW vehicles from the 1930s had survived the war and urgently needed spare parts. This was in addition to thousands of DKW motorcycles and many larger Audi, Horch, and Wanderer vehicles.

On **December 19, 1945**, the “Central Depot for Auto Union Spare Parts” was officially established in Ingolstadt. The company was able to lease buildings that had formerly served as an army provisions office. In modest circumstances, the production and repair of spare parts began.



This initiative became the nucleus of Auto Union's post-war reconstruction and laid the foundation for Ingolstadt's transformation from a garrison town into a modern industrial city.

90
years

Introduction of the Horch 850 Series

At the Berlin Motor Show in **February 1935**, Horch Werke, part of Auto Union AG, unveiled the newly developed 850 series, featuring a 5-liter inline eight-cylinder engine as part of a streamlined model lineup.

The smooth-running, ten-bearing eight-cylinder engine with an overhead camshaft initially produced 100 hp at 3,400 rpm from its 4,944 cc displacement. Later versions achieved 120 hp at the same rpm, thanks to “sharper” valve timing. All new “large” Horch models – such as the Pullman limousines and convertibles designated as Horch 850/851 – featured a 3,750 mm

wheelbase chassis with rigid axles, which were already considered outdated at the time.

The Horch 853 Sport Cabriolet, on the other hand, had a shorter 3,500 mm wheelbase, front independent suspension, and a sophisticated De Dion rear axle. However, during testing on mostly rough roads, it went unnoticed that this chassis design could cause self-resonance in the frame, leading to shaking in the front section and body vibrations under certain conditions. This was eventually mitigated by fine-balancing the rotating suspension components, strengthening the frame, and welding the body firewall to the chassis.



The 243 Pullman models remained in production until 1937 and were succeeded by the newly developed Horch 951 with independent suspension. The Sport Cabriolet continued production for export purposes until the first year of World War II, featuring several updates and an upgraded 120 hp engine starting in 1938. Between 1935 and 1940, a total of 1,023 units of the Sport Cabriolet were delivered.

90
years

Roadster Models of 1935

Audi Front Roadster

A highlight of the 1935 International Motor Show in Berlin was a sporty and elegant roadster displayed at Auto Union's booth, built on the chassis of the Audi Front 225. The design originated from the body design department at Horch. Beneath the Audi's streamlined exterior lay the updated technology of the front-wheel-drive Audi first introduced in 1933, featuring a central box frame and a Wanderer six-cylinder engine. By 1935, the engine had been increased to 2.3 liters, delivering 50 hp. Only two Audi Front Roadsters were produced, one of which, according to historical records, was sold to Gütersloh.

DKW F5 Front Luxury Two-Seater Open (F5 Roadster)

At the same Berlin Motor Show in February 1935, Auto Union presented the new DKW Front F 5 series. As part of this lineup, a roadster and a convertible were introduced, both regarded as among the most stylish DKW models of the 1930s.

The bodywork, also designed in the Horch design office, was manufactured by Hornig in Meerane, Saxony. Between 1935 and 1938, a small series of 407 units of this sporty front-wheel-drive car was produced.



Horch 855

Horch's most visually striking model debuted at the "Capitol" cinema near the exhibition grounds at Berlin's Kaiserdamm. Under the breathtakingly long hood of the Horch Type 855 was a five-liter inline eight-cylinder engine producing 120 hp. This highly elegant two-seater, with bodywork by Gläser, was produced only seven times, making it a coveted rarity among Horch models to this day.



Wanderer W 25 K Roadster

The Wanderer W 25 K Roadster was not completed in time for the motor show. To round out the quartet of roadsters, Auto Union displayed its prototype at the Stettin branch instead.

The engine, originally derived from the Wanderer W 17 and W 22, was a two-liter six-cylinder developed by Ferdinand Porsche on behalf of Wanderer. In its civilian version, it delivered 40 hp. In the roadster, however, it achieved 85 hp – more than double the output – thanks to supercharging, a special cylinder head, and a sports exhaust. Between 1936 and 1938, Wanderer produced 259 W 25 K units in both cabriolet and roadster forms.



Motorsport

25
years

Audi's First Victory at Le Mans

The Audi R8 sports prototype, developed from its predecessors R8R and R8C, was introduced for the **2000** racing season. Over its seven years of competition, this vehicle achieved 63 victories in 80 races, including five wins at the 24 Hours of Le Mans.

In 2000, during Audi's second appearance at Le Mans, the brand secured a historic triple victory in this world-famous endurance race.

In the American Le Mans Series, Audi drivers dominated the 2000 championship, claiming the top four positions in the drivers' standings.



Motorsport

35

years

First DTM Victory with the Audi V8

In 1990, Audi entered the German Touring Car Championship (DTM) for the first time. The brand competed with a race-prepped version of the Audi V8. Often mockingly referred to as a “chauffeur’s car,” this vehicle proved its performance capabilities as Hans-Joachim Stuck clinched the championship in a thrilling season.

The following year, Audi successfully defended the title, with Frank Biela behind the wheel of the Audi V8.



Motorsport

70

years

DKW Motorcycle Racing Successes 1955

For the **1955** season, DKW extensively modified their 350cc racing machine, significantly improving its reliability. In August, DKW unveiled a single-cylinder racing motorcycle derived from the 350cc model, featuring a 116cc engine for use in the 125cc class.

By the end of the season, August Hobl was crowned German Champion in the 350cc class, with teammates Wünsche and Hofmann finishing in second and third place, respectively. In the 350cc World Championship standings, Hobl, who only participated in a few races, secured third place overall. The new single-cylinder machine also proved its potential, winning its debut race at the Sachsenring under Hobl in August 1955.



Motorsport

70

years

NSU Motorcycle Racing Successes 1955

After NSU announced its withdrawal from factory-supported motorcycle racing in 1954, the company's racing department built around three dozen NSU Sportmax bikes for private riders over the winter of 1954/55. These machines were sold to experienced private racers in early 1955.

The NSU Sportmax quickly proved its prowess:

- H.P. Müller won the 1955 250 cc World Championship.
- Hans Baltisberger secured the German Championship.
- John Surtees became the British Motorcycle Champion.
- Pierre Monneret was crowned French Champion in the 250 cc category in 1955.



Motorsport

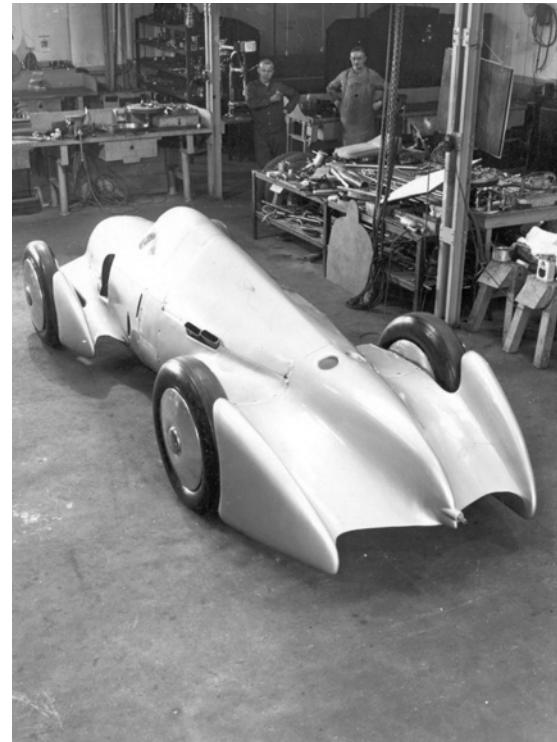
90
years

Record Run in Lucca

Following record-breaking runs on Berlin's Avus track on October 20, 1934, the Auto Union racing department began developing the vehicle later known as the "Lucca Car." For aerodynamic refinements, Auto Union utilized the wind tunnel at the Aeronautical Testing Institute in Berlin-Adlershof. On December 17, 1934, the car was presented at the Avus, where racing director Willy Walb conducted initial test drives with the "Racing Limousine," as the record car was dubbed by the automotive press.

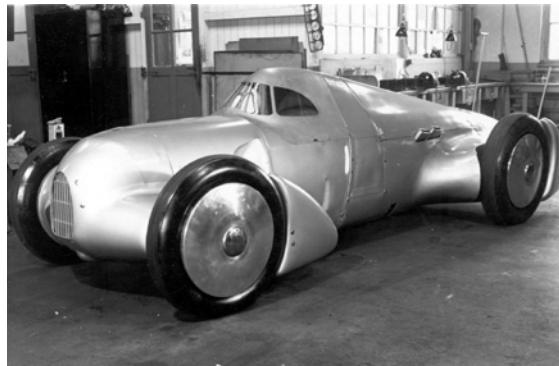
The Auto Union "Lucca" was powered by a 4,951 cc V16 mid-engine, producing 343 hp at 4,700 rpm. Like the Grand Prix Type A car, the five-speed transmission was mounted behind the pendulum axle, which was guided and sprung by a transverse leaf spring. With a curb weight just over one ton, including the driver, the car reached a top speed of 320 km/h.

Originally, record attempts with the new vehicle were planned to take place in Gyon, Hungary, under arrangements made with the Royal Hungarian Automobile Club. However, after two test runs on February 6, the team left Hungary due to poor weather and moved



further south, near Milan. When the Autostrada Bergamo-Brescia proved unsuitable for record attempts, the Auto Union racing management decided to relocate 300 km further south to a section of the Florence-Viareggio Autostrada near Lucca. A five-kilometer stretch between Pescia and Altopascio was selected for attempts at 1 km and 1 mile records with a flying start.

Test runs took place on February 14, 1935. On [February 15, 1935](#), Hans Stuck piloted the racing car to a speed of 326.975 km/h, making it the “fastest road racing car in the world.” At the same time, a near-exact replica of the record car was displayed at the Berlin Motor Show, promoting the speed records achieved by the Type A during its 1934 debut.



Motorsport

95

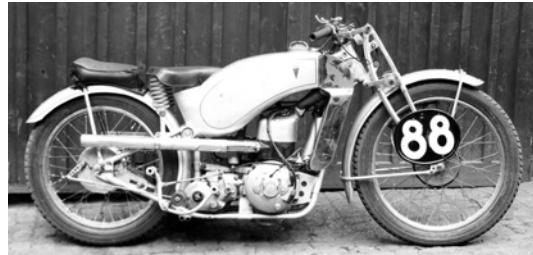
90 75

years

DKW Motorcycle Racing Successes 1930, 1935, 1950

1930, Walfried Winkler clinched the German Championship in the 250cc class with the reliable DKW ORe 250, while Toni Bauhofer won the German Championship in the 500 cc class on the supercharged twin-cylinder DKW Pre 500. In the 175 cc category, Belgian rider Yvan Goor became European Champion on his DKW ARe 175.

DKW introduced the “Production Racer” DKW SS 250, a privateer racing machine designed for amateur-license riders and available through DKW dealers. This initiative was instrumental in fostering new talent. “Shortly after its market launch in June **1935**, the loud double-piston two-stroke bikes began dominating their class.



That same year, Arthur Geiss won the German Championship and the German Hill Climb Championship in the 250cc category on a factory DKW. Unfortunately, due to accidents, DKW riders were unable to score enough points in the 350cc and 500cc classes.

The **1950** racing season marked the final appearance of DKW’s pre-war supercharged racing motorcycles. By the end of that year, all supercharged engines were banned from German motorcycle racing. Despite this, H.P. Müller secured the championship title in the 125cc class on a supercharged DKW 125 developed by Erich Wolf. In the 250cc and 350cc classes, DKW’s pre-war machines achieved 48 victories, but they were no longer contenders for championship titles.

Motorsport

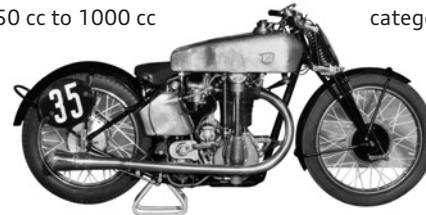
95

years

NSU Motorcycle Racing Successes 1930

NSU's chief engineer, Walter William Moore, brought more than just a passion for large-displacement single-cylinder racing motorcycles from his English homeland – he also brought one of Britain's finest motorcycle racers, Tom Bullus, to Germany. The combination of the NSU 500 Supersport and the tall Bullus – described by a contemporary journalist as “tall as a gas lamp” – proved nearly unbeatable in the 500cc class.

On [June 29, 1930](#), Bullus rode his Königswellen (over-head camshaft) NSU to victory at the Grand Prix for Motorcycles on the Nürburgring. By the end of the season, he had added six more national and international victories to his record. Between 1931 and 1937, NSU riders claimed the German Championship eleven times and the Swiss Championship five times across the 350 cc to 1000 cc categories!





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