



Facts and Figures - Audi Neuburg Site

Motorsport Competence Center

All racing activities worldwide are coordinated directly from the **Motorsport Competence Center** at Audi's Neuburg site. The works motorsport program is split between the DTM and Formula E. The motorsport team designs, builds and drives its initial roll-out test cars in Neuburg. The racing cars are designed and built at the Audi location in Neckarsulm.

Audi joined Formula E in late 2017 and, in doing so, became the first German carmaker to enter a works team. The Audi Sport Abt Schaeffler team made history with Brazilian driver Lucas di Grassi. With 12 wins and 40 podium finishes in 58 races, it is the most successful of all the teams. Audi has also achieved a lot of success in the DTM. Since the move to Neuburg, works driver René Rast has won the championship twice (2017, 2019), while Audi has won the manufacturers' title four times (2014, 2016, 2017, 2019).

Audi Motorsport accomplishments (since the move to Neuburg)

- Formula E championships
 - > Drivers, 2016/17: Lucas di Grassi
 - > Teams, 2017/18: Audi Sport Abt Schaeffler
 - > General:
 - The most successful team in Formula E history, with 12 wins and 40 podium finishes from 58 races
 - Lucas di Grassi is the series' most successful driver of all time, with 719 points
- DTM championships
 - > Drivers, 2017, 2019: René Rast
 - > Manufacturers: 2014, 2016, 2017, 2019

Audi Sport customer racing

The **Audi Sport customer racing** department designs racing cars and sells them to teams all over the world. There are four different models available to customers – the Audi R8 LMS for the GT2, GT3 and GT4 categories of racing as well as the Audi RS 3 LMS. These models were used for more than 700 races in 2018, and that number is set to rise. In addition to numerous race wins, Audi Sport customer racing secured some prestigious overall victories in endurance events with the Audi R8 LMS GT3. This model was the first across the line at the Dubai 24 Hour, the 2019 24 Hours Nürburgring and the 2019 Suzuka 10 Hours. There are plans to have these models entered in even more races worldwide in the future.



Facts and figures / success stories to date

- Four racing car models on sale to customers starting in 2019
 - > **Audi R8 LMS GT2**
→ World premiere in July 2019, with campaigns and appearances in the UK, Belgium, Germany and the USA
 - > **Audi R8 LMS GT3**
→ New generation presented in October 2018
 - > **Audi R8 LMS GT4**
→ Launched in 2017
 - > **Audi RS 3 LMS**
→ Launched in 2016
- Number of races with Audi Sport customer racing models:
 - > 2018: more than 700
 - > 2019: expected to be more than 750
- Season results to date worldwide (as of October 21, 2019):
 - > **Audi R8 LMS GT3**
→ 244 races, 253 podium finishes, 117 wins
 - > **Audi R8 LMS GT4**
→ 160 races, 70 podium finishes, 29 wins
 - > **Audi RS 3 LMS**
→ 281 races, 205 podium finishes, 69 wins

These include some prestigious overall victories in endurance racing with the Audi R8 LMS GT3:

2019 Dubai 24 Hour, 24 Hours Nürburgring and Suzuka 10 Hours

- Expansion of entries worldwide
Entries in the Americas, Europe, Asia, Australia and Africa for the three Audi Sport customer racing models:
 - > **Audi R8 LMS GT3**
 - > **Audi R8 LMS GT4**
 - > **Audi RS 3 LMS**

Customer teams give Audi Sport a presence in many markets that are rarely or never covered by the DTM or Formula E, making it the ideal complement to the AUDI AG works racing team.

- It is an excellent platform for importers and dealers. In an increasing number of countries and markets, importers and dealers are discovering the benefits of customer racing as a marketing tool, especially in Canada, Japan, China and Australia.
- Close links to series products:
The Audi **R8 LMS GT3** shares 50% of its parts with the road-legal Audi R8; the **R8 LMS GT4** shares 60% with the road-going model.
The Audi **R8 LMS GT2** is based on the Audi R8 Spyder.
The body shell of the Audi **RS 3 LMS** is very similar to the production version, and the model features a near-standard turbocharged two-liter engine.



Audi driving experience

The **Audi driving experience** has been delivering first-class driving and safety training at the company's premises in Neuburg since early 2014. These training courses give customers the chance to experience various Audi models over a number of driving modules (on the handling track, dynamic driving area and off-road course). Courses available range from lessons for young drivers to motorsport practice sessions for professionals. The goal is to teach improved car control under the guidance of professional instructors, coupled with the sheer fun of driving top-of-the-line models.

- 115,000 visitors and 60,000 active course participants from more than 50 countries since spring 2014
- Audi e-tron, Audi's first all-electric production car, used on the off-road course since 2019
- Artificial intelligence used in the form of special video technology for course participants
- Catering facilities for visitors
- Customer center available as event venue with state-of-the-art technology and equipment
- A few highlights of special events:
 - > Car handover to FC Bayern Munich players (attended by more than 1,500 fans)
 - > Outfitting for around 800 young athletes from the Bayerischer Skiverband skiing association
 - > Special lessons for visually impaired drivers
 - > Free training for volunteer firefighters from the region in rescuing vehicle occupants after accidents
 - > Special courses for novice drivers and apprentices

Site Communications

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