

Corporate Communications

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## 1,000 Audi cheer on Audi at the Nürburgring

- Service staff from Audi dealerships experience an exciting race
- Recognition of their daily contribution
- Meeting with Audi works driver Timo Scheider

**Nürburgring/Ingolstadt – Approximately 1,000 mechanics from Audi dealerships spent Sunday cheering on the Ingolstadt brand at the DTM race at the Nürburgring. The employees from Region West covered the fan curve in Audi red. The invitation to the day at the racetrack was Audi's way of saying thank-you for their outstanding performance.**

It the first time that AUDI AG had invited its partners' mechanics to a fun-filled day revolving around the brand's motorsport activities. Additional events of this type are already being planned. Jörg Felske, Head of Sales Germany at AUDI AG, sees the joint outing at the DTM, attended by representatives of the manufacturer and service employees from the dealerships, as an opportunity to thank them for the work they do each day – while at the same time boosting motivation. "Dedicated employees are a guarantee of outstanding Audi quality in the service shops. The mechanics make a huge contribution to customer satisfaction and Audi's success. We would like to thank them for this work," says Felske.

The delighted mechanics were able to take part in an exclusive pit tour on Sunday and had the opportunity to talk with the Audi Top Service ambassador and leading DTM driver Timo Scheider.



An additional highlight was the competition to win a chauffeured trip in a racecar. The winner, Marko Herrmann from Autohaus Wicke in Bochum, was able to experience how it feels to drive at the limit across one of Germany's best-known race tracks at 250 km/h.

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**Photos and further information are available at [www.audi-mediaservices.com/en](http://www.audi-mediaservices.com/en)**

AUDI AG sold a total of 964,151 cars in 2007 and thus achieved its twelfth consecutive record year. With revenue of €33,617 million and profit before tax of €2,915 million, the company attained its best figures ever. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). At the end of 2007, production of the Audi A6 started in Aurangabad, India. The company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include Lamborghini S.p.A. in Sant'Agata Bolognese, Italy, and quattro GmbH in Neckarsulm. Audi currently employs around 54,000 people worldwide, including 45,000 in Germany. The brand with the four rings invests more than €2 billion each year in order to sustain the company's technological lead embodied in its "Vorsprung durch Technik" slogan. Audi plans to significantly increase the number of models in its portfolio by 2015, from the 26 currently on offer to 40.