



Communications Motorsport

Jürgen Pippig
Telephone: +49 (0)841 89 34200
E-mail: motorsport-media@audi.de
www.audi-motorsport.info

Eva-Maria Veith
Telephone: +49 (0)841 89 33922
E-mail: eva-maria.veith@audi.de

Audi offers unique live experience from Le Mans

- **Le Mans 24 Hours live on the internet**
- **Onboard footage and telemetry data of the three Audi R18 TDI cars**
- **Extensive reports on Facebook and Twitter**

Ingolstadt/Le Mans, June 8, 2011 – Audi offers motorsport fans the opportunity to watch the Le Mans 24 Hours this weekend closer than ever before – on various channels on the internet.

When the race starts at 3 p.m. on Saturday the “Audi Live Racing” microsite will go online at www.audi-microsites.com/lemans. On the microsite Audi will be delivering a 24-hour live stream with onboard footage of the three Audi R18 TDI cars. In addition, telemetry data of the respective vehicle such as speed, selected gear and position on the track will be available online. Every two hours the microsite will provide a summary of the race. On Twitter the five-time Le Mans winner Emanuele Pirro will contribute current information and assessments of how the race is developing.

At www.twitter.com/Audi_Sport and www.facebook.com/AudiSport motorsport fans have been able to find brief info, photos and videos from Le Mans since the Technical Scrutineering event on Monday. Users are receiving behind-the-scenes insights into Audi Sport Team Joest and have the feeling of being part of the action “live” themselves. The Facebook page of Audi Sport has already recorded more than 35,000 “friends”, with thousands of new fans joining them every day. The free “Audi Sport” iPhone app offers a live ticker.

Audi.tv is airing extensive reports from Le Mans as well – and TV coverage of the world’s most important race will be more comprehensive than ever before. Eurosport is broadcasting a total of 40 hours live from Le Mans, with non-stop coverage of the race on its two channels, Eurosport 1 and 2. The program of SPEED TV in the USA is similarly extensive.



In addition, in Germany, SAT.1 will air live reports from Le Mans. Presenter Verena Wriedt and the former Audi factory driver Hans-Joachim Stuck will be on the air with special programs on Saturday night at 18:30 and on Sunday morning at 07:50 (CET). On Tuesday night SAT.1 will broadcast an extensive background report of the “race of the year” on its “24 Stunden” (“24 Hours”) program.

Audi has already won the Le Mans 24 Hours nine times since 2000 and is competing for its tenth overall victory in total with the innovative Audi R18 TDI this year. The three cars are fielded by Audi Sport Team Joest. The drivers running in car number “1” are last year’s winners Timo Bernhard, Romain Dumas and Mike Rockenfeller. Car number “2” is driven by Marcel Fässler, André Lotterer and Benoît Tréluyer. In car number “3” Dindo Capello, Le Mans record winner Tom Kristensen and Allan McNish are taking turns at the wheel.

The race will be started by FIA President Jean Todt at 3 p.m. on Saturday.

The Audi Group sold around 1,092,400 cars of the Audi brand in 2010. The Company posted revenue of €35.4 billion and an operating profit of €3.3 billion in 2010. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). Aurangabad in India saw the start of CKD production of the Audi A6 at the end of 2007, of the Audi A4 in early October 2008 and of the Audi Q5 in July 2010. Production of the new Audi A1 has been running at the Brussels plant since May 2010. The Company is active in more than 100 markets worldwide. AUDI AG’s wholly owned subsidiaries include AUDI HUNGARIA MOTOR Kft., Automobili Lamborghini Holding S.p.A. in Sant’Agata Bolognese (Italy) and quattro GmbH in Neckarsulm. Audi currently employs around 60,000 people worldwide, including around 46,600 in Germany. Between 2011 and 2015 the brand with the four rings is planning to invest around €11 billion, mainly in new products, in order to sustain the Company’s technological lead embodied in its “Vorsprung durch Technik” slogan. By 2015, Audi plans to increase the number of models in its portfolio to 42.

Audi has long been fulfilling its social responsibility on many levels – with the aim of making the future worth living for generations to come. The basis for Audi’s lasting success is therefore formed by environmental protection, the conservation of resources, international competitiveness and a forward-looking human resources policy. One example of AUDI AG’s commitment to environmental issues is the newly established Audi Environmental Foundation.