



Communications Motorsport

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Audi Sport launches Facebook page

- **New virtual meeting place for motorsport fans**
- **Over 1,000 fans within a few hours**
- **VIP tickets for the 24 Hours of Le Mans to be won**

Ingolstadt, May 25, 2011 – Audi Sport is now present on the social network “Facebook” website just in time for the 24 hour race at Le Mans on June 11/12. The new virtual meeting place attracted more than 1,000 motorsport fans within a few hours.

Audi wishes to give fans the possibility of informing themselves about the brand’s comprehensive motorsport program and to exchange views and opinions via its own Facebook profile. As an additional platform alongside the website www.audi.com/motorsport, the official iPhone App “Audi Sport” and the digital “Audi Express” for the iPad, the Facebook profile specifically provides brief information, a limited quantity of previously unpublished photos among the many images and an insight into the company’s motorsport history which stretches back more than 30 years. Reports will be posted directly from the racetracks during all the brand’s factory supported events. Audi Sport will also start its own Twitter channel shortly.

Attractive prizes such as VIP tickets for the 24 Hours of Le Mans 2011 including overnight accommodation in the Audi Racing Hotel and fan merchandise from the Audi Sport collection can be won to celebrate the unveiling of Audi’s Facebook profile. One of the first “friends” of the new Audi Sport Facebook profile was Le Mans record winner Tom Kristensen who, like many of his race driver colleagues, is also active on the social network.

Direct link:

<http://www.facebook.com/pages/Audi-Sport/114682131949771>



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.