



Corporate Communications

Daniela Henger
Spokeswoman Human Resources
Phone: +49 (841) 89 44491
E-mail: daniela.henger@audi.de
www.audi-mediacyenter.com

Audi summer kids enjoy vacation

Ingolstadt, August 11, 2020 – More than 170 Audi summer kids are currently enjoying a varied and creative vacation program. The theme is “WELLness Weeks.” Some adjustments have been made, but the program is taking place from July 27 to August 21 despite the coronavirus pandemic.

The Audi summer kids are in the middle of their fun vacation. After a long period of uncertainty as to whether childcare could even be offered in the face of the coronavirus pandemic, the vacation program can now take place with some adjustments and provided that hygiene and distancing rules are observed. More than 170 kids of Audi employees now enjoy fun and games under the motto of “WELLness weeks” from July 27 to August 21. “Offering a vacation program for children and adolescents is more important than ever this year. In the interest of ensuring compatibility of family and career, it was therefore particularly important to us to make the 2020 Audi summer kids program possible with special precautionary measures,” says Ute Röding, Head of Corporate Citizenship at AUDI AG.

The cooperation partner, Gesellschaft zur Förderung beruflicher und sozialer Integration (association for the promotion of professional and social integration, gfi), developed a vacation program that adheres to the current coronavirus requirements and complies with a comprehensive hygiene concept. Due to the pandemic, the kids won’t be able to visit the Audi plant this year. Instead, the Audi plant fire department visited the summer kids on a hot, sunny day and provided action and an opportunity to cool off with a spray wall. The kids also have the opportunity to go on a tour at the FC Ingolstadt stadium in small groups. The program also includes longboard lessons, karate, cinema visits and a magic show. For the 10 to 16 year old “summer teens” the offer ranges from programming and graffiti courses to a social media photo workshop.

Audi has been supporting parents during the long and short vacations since 2011 by offering an exciting and creative program for the kids. Children ages 4 to 14 years are looked after by trained expert staff.

In addition to school vacation childcare, Audi provides support with places in nurseries and daycare centers close to the plant as well as flexible short-term care in the miedelHaus in Ingolstadt. There is also a corresponding program at the Neckarsulm site.



The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in 11 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.845 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of €55.7 billion and an operating profit before special items of €4.5 billion. At present, approximately 90,000 people work for the company all over the world, 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.
