

Corporate Communications

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## **DTM finale a thrill for 1,300 Audi mechanics**

- **Exciting season finale for Audi service employees in the southwest region**
- **Exclusive peek into Timo Scheider's racing team**

**Hockenheim – On Sunday 1,300 mechanics from Audi partner businesses got an up-close view of the last – and thrilling – German Touring Car Masters (DTM) race of the season. AUDI AG invited service employees from southwest Germany to experience an exclusive day of racing and pit tours at the Hockenheimring racetrack.**

Following the inaugural event at the Nürburgring, this was the second time that Bernd Hoffmann, Executive Director Service and Genuine Parts at AUDI AG, welcomed well over 1,000 Audi partner service employees to a German Touring Car Masters (DTM) race. In July, about 1,000 service employees from the western region, all waving red Audi flags and wearing baseball caps, cheered on the Audi DTM drivers. Now in October, mechanics from the southwest region traveled to Hockenheim and filled a fan area with Audi red.

“Audi wants to be number one in customer satisfaction by 2015. The efforts of the service employees in the dealerships and the high quality of their work are crucial to that,” said Bernd Hoffmann.



On Sunday, as a thank you for their outstanding performance and as an incentive for the future, they were allowed into the pits to peek over the shoulders of their colleagues working for Audi Top Service driver Timo Scheider and the other Audi DTM teams. Audi Service organized a tour of the pits for them, with exclusive opportunities to watch the Audi DTM mechanics in action.

Other highlights of the event included a performance by cabaret artist and racing fan Django Asül. In the presence of the Head of Audi Motorsport, Dr. Wolfgang Ullrich, presenter Verena Wriedt drew the name of the person who won a ride in a racecar. The lucky winner was able to experience what it's like to test the historic racetrack to its limits at a speed of around 250 km/h (155 mph).

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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 Automobili Lamborghini Holding S.p.A. in Sant'Agata Bolognese (Italy) and quattro GmbH in Neckarsulm. Audi currently employs around 57,000 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 to 40.