



Communications Motorsport

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The book on 30 years of Audi Sport

- The successful Audi motorsport history on 208 pages
- Three decades marked by technical innovations
- Available from mid-April in German and English

Ingolstadt, April 7, 2010 – Motorsport has always been a means for Audi to develop forward-thinking and efficient technologies which are relevant to customers as well. For 30 years, Audi Sport has been making history in the world of motorsport. Now a fascinating book presents this history to readers: “30 Years of Audi Sport – 30 Years of quattro” will be available from mid-April in German and English.

It is no coincidence that Audi Sport and the quattro celebrate a common anniversary in 2010: in 1980, the first Audi quattro marked the beginning of the successful motorsport history of the brand with the four rings which author Alexander von Wegner describes in detail in the 208-page volume. His research took him into the depths of the Audi archive. In addition, he interviewed all of the former top managers of Audi Sport and many well-known driver personalities from all of the different eras. The current Head of Audi Motorsport, Dr. Wolfgang Ullrich, has contributed extensive information as well.

The work represents the first comprehensive appraisal of Audi Sport’s history. Each era is analyzed and illustrated by a total of 400 mostly colored pictures some of which have not been published before – including a unique historic document that shows the first twelve employees of Audi Sport in front of the former supermarket on the (then) Ringlerstrasse in Ingolstadt which is still home to the Audi Sport department today.

All of the race vehicles were developed there – from the original quattro that was later renamed into “R1” all the way to the current Audi R8 LMS that bears the internal project name “R16.” All vehicles are depicted in detailed, large-sized graphical representations and schematic drawings that bring back memories of Audi Sport’s most spectacular inventions.



Whether quattro drive, light-weight design or the combination of turbo-charging and direct injection (TFSI) – many of the technologies that are standard in Audi production models today were tested in motorsport.

Comprehensive statistics reflecting the results of all “factory” commitments over the past three decades complement the work. The introduction to the book was written by Head of Audi Motorsport Dr. Wolfgang Ullrich and Rupert Stadler, the Chairman of the Management Board of Audi AG, wrote a foreword.

“30 Years of Audi Sport – 30 Years of quattro” will be available from April 12, at bookstores and from an online ordering facility for 29.90 euros (including VAT).

Brief description

30 Years of Audi Sport – 30 Years of quattro; author: Alexander von Wegner (40); volume: 208 pages; size: 235 x 330 mm; 405 photographs and eleven large-sized graphical vehicle depictions; price: 29.90 euros; ISBN numbers: 978-3-940672-22-3 (German edition), 978-3-940672-23-0 (English edition); publication date: April 12, 2010

AUDI AG sold around 950,000 cars in 2009. The Company posted revenue of €34.2 billion and profit before tax of €3.2 billion in 2008. 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 and of the Audi A4 in early October 2008. 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 58,000 people worldwide, including 46,500 in Germany. The brand with the four rings invests around €2 billion each year in order to sustain the Company’s technological lead embodied in its “Vorsprung durch Technik” slogan. By 2015, Audi plans to significantly increase the number of models in its portfolio to 42. Audi celebrated its 100th birthday in 2009. The Company was founded by August Horch in Zwickau on July 16, 1909; he named it Audi after the Latin translation of his surname (“hark!”).

AUDI AG will present the complete results for the 2009 business year at its Annual Press Conference on March 9, 2010 in Ingolstadt.