



A Slogan with History: Audi marks 50 Years of “Vorsprung durch Technik”

- **Advancement is in Audi’s DNA – a look at the milestones of the past five decades demonstrates this clearly**
- **Member of the Board of Management for Technical Development Oliver Hoffmann: “Our aim has always been to drive change”**
- **Member of the Board of Management for Sales Hildegard Wortmann: “We are redefining advancement and focusing on sustainability, digitalization and electrification”**

Ingolstadt, July 8, 2021 – The Audi slogan “Vorsprung durch Technik” is marking its 50 year anniversary this year. Even half a century after its inception, the world-famous slogan of the Four Rings hasn’t lost any of its appeal. And each year, there’s a little bit more history behind it. On this momentous occasion, the company is looking back at a plethora of innovations over five decades that demonstrate why “Vorsprung durch Technik” isn’t just a slogan for Audi – it’s also an expression of the company’s future-oriented approach.

The birth of the slogan

1969 saw the merger of Auto Union GmbH, headquartered in Ingolstadt, and Neckarsulmer NSU Motorenwerke to form Audi NSU Auto Union AG at the Neckarsulm location. The new company’s range of models spanned from the air-cooled engines of the rear-wheel drive NSU Prinz series and the water-cooled four-cylinder engines of the front-wheel drive Audi 60 and Audi 100 to the rotary engine of the futuristic-looking NSU Ro 80. The idea to communicate this technological diversity as a competitive advantage came in 1970 from Hans Bauer. The employee in the Audi NSI advertising department devised the slogan that people around the world would come to recognize: [“Vorsprung durch Technik.”](#)

The new slogan made its first appearance in a large-sized ad in January of 1971. Soon, customers also saw it in Audi NSU brochures. Audi 100, Audi 100 Coupé S, Audi 80 or Audi 50 – they all now represented “Vorsprung durch Technik.” The slogan was adapted over the years in many ways, including “Audi. A nice bit of technology.” or “Audi. Relaxed driving with perfect technology,” but the company soon returned to the catchy original. With the introduction of the Audi quattro in 1980, the slogan was used more frequently in advertising. The largest illuminated advertisement in Europe at the time was installed on a high-rise along the A9 Autobahn at the exit for Ingolstadt-Nord: the reddish brown Audi oval with the slogan “Vorsprung durch Technik.” The slogan became a clear part of the Audi Corporate Identity by October 1986, when it was also used in the sales brochures for the Audi 80. Today, fifty years later, it’s synonymous with the company.

The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.

*The collective fuel consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.



Changing technology

In a new special exhibit titled “50 Years of Vorsprung durch Technik” Audi will show visitors to the Audi Forum Neckarsulm its passion for technology throughout the years.

50 Years of “Vorsprung durch Technik”

1970
NSU Ro 80
First use of the slogan

early 1980s
“Research car”
The first appearance of many technical details of the Audi 100 C3

1986
Cw masterpiece Audi 80 B3
First new model introduced as part of the quality offensive

1994
Audi A8 with Audi Space Frame
First all-aluminum designed serial car using the Audi patented Space Frame Technology

1972
Audi 80 B1 – “THE company car”
Lightweight with the new DHC engine generation (GA 827) – the Audi 80 was the technical foundation for the VW Passat

1980
Audi quattro
First high-volume serial sports car with permanent all-wheel drive: Technological benchmark for decades, highly successful in motorsports

1988
Audi V8
Entry into the top of the range

1999
Audi A2
The A2 1.2 TDI: world’s first four-door car capable of 3 l/100km, A8 technology presented in a premium compact vehicle

2010

2012
Audi R8
First Audi supercar – features racing innovations and design in a serial vehicle

2018
Audi e-tron
First electric vehicle by Audi in high-volume serial production

2021
Audi RS e-tron GT
First fully electric Gran Turismo

1995
Audi TT
New, distinct and unique look embodies design capabilities and progress at Audi

2020

„Mission: Zero“
Audi is planning to reduce the carbon footprint of its fleet by 30 percent over its lifecycle by 2025 and is rolling out corresponding measures successively. No new models with combustion engines will be produced after 2026.

Vision
Net carbon neutral by 2050.

AUDI AG – 07/2021

But which milestones laid the foundation for the fact that “Vorsprung durch Technik” continues to represent the drive for innovation at Audi and that the slogan is still used in all Audi advertising? Oliver Hoffmann, Member of the Board of Management of AUDI AG for Technical Development: “The most important milestone for me is quattro technology. Not only was it the foundation for our rally successes, it also represents the transfer of our experience from racing into serial production. Since then, quattro and Audi go hand-in-hand. Equally important was the first Audi A8 with Audi Space Fram technology in 1994, which helps us finally cement our place in the premium segment.”

The “decade of Audi” was kicked off in Le Mans in the early 2000s. With new technologies such as FSI, Turbo-FSI, laser light, Ultra technology and hybrids, the Four Rings dominated the renowned long-distance race as the unparalleled serial winner. The aluminum compact A2 1.2 TDI also made its debut: It was the first and, to this day, only four-door three-liter car.

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The company made the next quantum leap in 2018 with the introduction of the Audi e-tron*, the first fully electric Audi vehicle to go into serial production, boasting a range of 400 kilometers and blazing the trail for premium electromobility. Three years later came the market launch of the Audi e-tron GT*, revolutionary in its design and proof that the future of e-mobility will be exciting. The new brand campaign “Future is an Attitude” underlines the future-oriented approach of Audi to continually question age-old views of mobility.

At the end of the 2010s, sustainability became a core company goal. “This is why Audi is consistently dedicated to the environment, pulling together numerous measures for resource efficiency and reducing the ecological footprint in its location-independent environmental program ‘Mission Zero,’” says Hildegard Wortmann, Member of the Board of Management of AUDI AG for Sales and Marketing. The goal: for Audi to be carbon-neutral by 2050. “We are developing into a provider of sustainable premium mobility and want to be a leader here. Which is why we are focusing our efforts to be a technological leader on environmentally friendly driving. It is in line with this that Audi will not be introducing any new models with combustion engines from 2026,” Wortmann explains. And the push for electrification continues: “We are redefining advancement and focusing on sustainability, digitalization and electrification. It’s about making a contribution to a livable future with meaningful technology.”

As for whether the societal push for new technologies makes it easier for Audi to continue to push this advancement, Hoffmann says, “It has always been our prerogative not to be driven by change but to be drivers of change. In the age of new mobility, we don’t just see advancement as the highest art of engineering, state-of-the-art design and a digital experience. We also think outside the car. In the future, it will be more about comprehensive mobility solutions, which includes the matter of infrastructure. With the pilot of the Audi charging hub, we have developed a flexible quick-charging concept for future peak demands that can be used at various locations.” And Wortmann adds: “Audi will not rest on the technological advancement of the past years. Audi is the most progressive premium brand because we always view the future as an opportunity and shape it actively. ‘Vorsprung’ is a state of mind.”

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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 19 locations in 12 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy), and Ducati Motor Holding S.p.A. (Bologna/Italy).

In 2020, the Audi Group delivered to customers about 1.693 million automobiles of the Audi brand, 7,430 sports cars of the Lamborghini brand and 48,042 motorcycles of the Ducati brand. In the 2020 fiscal year, AUDI AG achieved total revenue of €50.0 billion and an operating profit before special items of €2.7 billion. At present, 87,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.

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Fuel consumption of the models named above

Information on fuel/electricity consumption and CO₂ emissions in ranges depending on the tires and alloy wheel rims used and on the equipment and accessories of the car.

Audi e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 26.1–21.7 (WLTP);
24.3–21.4 (NEDC); combined CO₂ emissions in g/km (g/mi): 0 (0)

Audi e-tron GT

Combined electric power consumption in kWh/100 km (62.1 mi): 21.8–19.9 (WLTP);
19.6–18.8 (NEDC); combined CO₂ emissions in g/km (g/mi): 0 (0)

The indicated consumption and emissions values were determined according to the legally specified measuring methods. Since September 1, 2017, type approval for certain new vehicles has been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Since September 1, 2018, the WLTP has gradually replaced the New European Driving Cycle (NEDC). Due to the realistic test conditions, the fuel consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. Vehicle taxation could change accordingly as of September 1, 2018. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp.

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer. They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electrical consumption, CO₂ emissions and performance figures.

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the "Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models," which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).