

After “Windschnittig” comes “Form vollendet”: A new special exhibition at the Audi museum mobile

- **Aerodynamics in automotive manufacturing from 1945 to the present day: from concept cars and record-breaking models to race cars and the Cd world champion, the Audi 100**
- **Almost 30 exhibits feature in a special exhibition from July 25, 2024, to March 2, 2025**

Ingolstadt, July 24, 2024 - Audi wrote engineering history in 1982 with the Audi 100. With its drag coefficient of 0.30, the third-generation Audi 100 was the world’s most aerodynamically efficient production saloon at the time, making it an essential part of the new special exhibition “Form vollendet”. The new special exhibition will be at the Audi museum mobile in Ingolstadt until March 2, 2025, where Audi Tradition will present aerodynamic concepts from 1945 to the present day.

The aerodynamics research that flourished before the Second World War and which was the subject of Audi Tradition’s “[Windschnittig](#)” exhibition (German for “streamlined”) that ran until the end of June received little attention after 1945. Europe’s automotive industry was busy getting back on its feet. During this period, pre-war developments were still in use and improved upon. It wasn’t until the rising cost of fuel during the 1973 oil crisis prompted a shift in thinking that automotive engineers began focusing on reducing fuel consumption. One of the dials used to achieve this was aerodynamic drag. In 1982, Audi made a splash with the Audi 100; its drag coefficient of 0.30 set a world record for production sedans, a value that would become the benchmark for years to come.

The new Audi Tradition special exhibition “Form vollendet” (German for “form perfected”) showcases the Cd world champion Audi 100 alongside other models such as the [NSU Ro 80](#), the Porsche 356, the Lamborghini Countach, and the Ducati Paso 950. Visitors will also have the opportunity to see concept cars and race cars from Audi’s history, such as the Audi 90 IMSA GTO from 1989, the 2012 Audi R18 e-tron quattro Le Mans race car, the 2013 “Audi Skorpion” concept car, and the 1984 Audi 80 Cd concept car, which the developers used to test the limits of what was feasible. Their goal was to achieve a drag coefficient of less than 0.2 – a goal which they ultimately achieved. The Audi A2 represents another milestone in aerodynamics. At its debut at the IAA in 1999, its design, geared towards optimum streamlining and unusual proportions at the time, polarized public opinion. The basic model with an aluminum Audi Space Frame body achieved a drag coefficient of 0.28. The Audi engineers continued to tighten the aerodynamic screw with many individual measures and, in this way, reduced the drag coefficient of the Audi A2 1.2 TDI even further. The Audi A2 1.2 TDI is the world’s first four-door, three-liter car and will be part of the special exhibition “Form vollendet”; it has a drag coefficient of 0.25 and an average fuel consumption of 2.99 liters per 100 kilometers.

Curator Stefan Felber reveals his favorite inclusion in the upcoming exhibition: “The DKW F9 has a special meaning for me – it is the link between the two exhibitions, Windschnittig and Form vollendet. What’s more, this streamlined and seemingly plain car represents the new beginning of Auto Union in West Germany and IFA in East Germany.”

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The Audi logo consisting of four rings symbolizes the Audi, DKW, Horch, and Wanderer brands, which were merged into Auto Union in 1932. Auto Union and NSU merged in 1969 and played a major role in shaping the development of the automobile. Finally, in 1985, Audi NSU Auto Union AG became AUDI AG. Since 1998, Audi Tradition/Auto Union GmbH, together with NSU GmbH, has been maintaining and presenting Audi’s extensive and wide-ranging history. The Audi museum mobile at the Audi Forum Ingolstadt is open Monday to Friday between 9:00 a.m. and 5:00 p.m. and from 10:00 a.m. to 4:00 p.m. on Saturdays, Sundays, and public holidays. The August Horch Museum Zwickau is open Tuesday through Sunday from 9:30 a.m. to 5:00 p.m. AUDI AG and the city of Zwickau each hold a 50 percent stake in August Horch Museum Zwickau GmbH. www.audi.com/en/tradition

Audi Tradition supports the work of Audi Club International e. V. (ACI). The umbrella organization officially recognized by AUDI AG represents all of the Audi brand clubs as well as the clubs of the predecessor brands of today’s AUDI AG. For more information, please visit www.audi-club-international.de

The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. The Audi, Bentley, Lamborghini, and Ducati brands operate manufacturing facilities at 21 locations in 12 countries. Audi and its partners maintain a presence in more than 100 markets worldwide.

In 2023, the Audi Group delivered 1.9 million cars from the Audi brand, 13,560 cars from the Bentley brand, 10,112 cars from the Lamborghini brand, and 58,224 motorcycles from the Ducati brand to customers. In fiscal 2022, the Audi Group generated earnings of 6.3 billion euros on revenues of 69,9 billion euros. The Audi Group currently has more than 87,000 employees worldwide, some 53,000 of whom work at AUDI AG in Germany. With its attractive brands and new models, innovative mobility offerings and pioneering services, the company is systematically continuing on its path to becoming a provider of sustainable, individual premium mobility.
