



Communications Motorsport

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Audi expands with GT3 race series in Asia

- **Races in South Korea, Malaysia and Macau for the first time in 2013.**
- **Three races in China**
- **Larger grid of cars with ex-DTM driver Rahel Frey**
- **Audi R8 LMS Cup demonstrates technological expertise in Asian growth region**

Ingolstadt/Beijing, April 17, 2013 – Audi expands from China into other Asian markets with the Audi R8 LMS Cup. Following the successful premiere season in China in 2012, Audi’s first one-make race series worldwide will now visit circuits in South Korea, Malaysia and Macau. The number of Audi R8 LMS GT3 race cars competing thus increases from 16 to more than 20. As a result, the automobile brand with the four rings gives motorsport in Asia another boost.

“For us, the Audi R8 LMS Cup is an excellent ambassador for Audi’s sporting genes and technological expertise in the important Asian growth region,” says Rene Koneberg, Head of the Audi R8 LMS Cup. The series is comprised of twelve races held during six race weekends in 2013. Competing for the first time at the series opener on May 4 and 5 in Zhuhai, South China, are teams from the Audi representatives from South Korea, Taiwan and Hong Kong.

“We have strong new drivers. I expect things to be even closer at the front of the field this season. Audi sets new benchmarks in customer racing in Asia with the Cup,” says Koneberg. Newcomers to the field include last year’s DTM driver Rahel Frey and the internationally experienced Chinese race driver Congfu Cheng. In addition to Marchy Lee, the seasoned campaigner from Hong Kong who was last year’s winner, and the strong, budding talent Adderly Fong (second overall in 2012), the ex-Formula 1 driver from Malaysia Alex Yoong also sets his sights on overall victory. The attractive mix of established professionals and ambitious gentlemen drivers is further enhanced by Hong Kong’s showman Aaron Kwok. The singer and actor is a very talented hobby racing driver.

The Audi R8 LMS starts in 2013 with an upgrade kit that includes more engine power and modified aerodynamics. The settings and race data from every car are transparent



and visible for every driver. “In this way, the amateurs can learn from the professionals and customer racing benefits as a whole,” says Koneberg. The race car shares more than 50 per cent of its technical base with the production road car. Audi Sport customer racing China provides gentlemen drivers in Asia with everything that a race driver needs – from license training courses to race ready race cars and an organizational structure to suit.

Alongside the overall classification in the R8 LMS Cup, there are also categories for amateurs and teams. Starting this year within the scope of the close cooperation with Audi’s Chinese joint venture, is also a separate class for dealers competing with their own teams. China is the largest single market worldwide for the brand with the four rings. Audi delivered more than 400,000 cars to Chinese customers for the first time in 2012.

Audi R8 LMS Cup, 2013 race calendar

03–05 May, Zhuhai International Circuit, China
05–07 July, Ordos International Circuit, China
02–04 August, Inje Auto Theme Park, Korea
28–31 August, Sepang International Circuit, Malaysia
25–27 October, Shanghai International Circuit, China
09–10 November, Guia International Circuit, Macau

The Audi Group delivered more than 1,455,100 cars of the Audi brand to customers in 2012. In 2012, the Company posted revenue of €48.8 billion and an operating profit of €5.4 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). The Audi Q7 is built in Bratislava (Slovakia). In November 2012, CKD production of the Audi Q7 was added to the existing Audi A4, A6 and Q5 manufacturing operations in Aurangabad (India). At the Brussels plant, production of the Audi A1 has been running since 2010, while production of the new A1 Sportback began in 2012. The Audi Q3 has been built in Martorell (Spain) since June 2011. The Company is active in more than 100 markets worldwide. AUDI AG’s wholly owned subsidiaries include AUDI HUNGARIA MOTOR Kft. (Győr, Hungary), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy), AUDI BRUSSELS S.A./N.V. (Brussels, Belgium), quattro GmbH in Neckarsulm and the sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). Audi currently employs more than 68,000 people worldwide, including around 50,000 in Germany. The brand with the four rings plans to invest a total of €11 billion by 2015 – mainly in new products and the expansion of production capacities – in order to sustain the Company’s technological lead embodied in its “Vorsprung durch Technik” claim. Audi is currently expanding its site in Győr (Hungary) and will start production in Foshan (China) in late 2013 and in San José Chiapa (Mexico) in 2016.

Audi has long been fulfilling its social responsibility on many levels – with the aim of making the future worth living for generations to come. The basis for Audi’s lasting success is therefore formed by environmental protection, the conservation of resources, international competitiveness and a forward-looking human resources policy. One example of AUDI AG’s commitment to environmental issues is the Audi Environmental Foundation. Within the context of “Vorsprung durch Technik”, which extends far beyond its products, the Company is directing its activities toward a major goal – comprehensive CO₂-neutral mobility.