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Audi R8 LMS Racing Simulator by Sony PlayStation

- **Racing simulator sporting the style of the successful GT3 race car**
- **World debut at gamescom 2011 in Cologne**
- **Purpose-built by quattro GmbH**

Ingolstadt, August 17, 2011 – World debut at gamescom in front of a grand audience: As of today, a simulator sporting the style of the Audi R8 LMS will be available to all visitors in hall 7/PlayStation booth at the world’s leading trade fair for interactive games in Cologne. In the Audi R8 LMS Racing Simulator the players can experience Gran Turismo 5, the top-selling game for the PlayStation 3 by Sony PlayStation in Germany, as if they were in a real-world race car. The presentation was accompanied by racer Christopher Mies, who became the European GT3 champion in the Audi R8 LMS and won the Bathurst 12 Hours in February.

Only the race track could be more authentic: Sony PlayStation and Audi went to great lengths to provide fans with a true motorsport feeling in the new Audi R8 LMS Racing Simulator. quattro GmbH in Neckarsulm did not just convert a production vehicle or a race car but actually purpose-built a simulator vehicle. Visually, it is directly oriented to the Audi R8 LMS. When fans climb into the carbon-black race car with PlayStation graphics, they feel as if they were on the starting grid. They sit in a bucket seat of the kind that is also found in the real GT3 race car. A co-driver can share this unique experience because a second seat shell is installed in the cockpit. A cage that has been simplified compared with the one of the real race car makes it easier for the players to get in and out.

Once the simulator has been started the players will definitely feel like race drivers. The experience begins with the instruments as all relevant game data is shown on the original racing display. The authentic race steering wheel is connected to the PlayStation-3 system as well. When the driver turns the wheel the impulses are transmitted by steering angle sensors in real time. The paddle shifters in the steering wheel also address the microprocessor and issue shifting commands to the



computer. The same applies to the pedals. Acoustically, the game has a highly authentic effect due to a sophisticated Dolby Surround system that transmits the sounds of the game into the cockpit. The vehicle dynamics effects are the main highlight though as the Audi R8 LMS by no means statically rests on its wheels. Instead of the standard springs and dampers the suspensions are controlled by pneumatic cylinders, allowing body movements of up to 150 millimeters to be simulated. The physics of driving are felt in the cockpit and the player has the feeling of actually driving a race. He or she feels all the centrifugal forces while cornering, braking and accelerating.

“We built up the base vehicle for the simulator within six weeks,” explains Jürgen Zürn, Head of Test and Production of quattro GmbH. “For many fans, playing a game that is as advanced as Gran Turismo 5 in our race car will no doubt be a unique experience.”

With a track record of almost 100 victories the Audi R8 LMS is one of the most successful GT3 sports cars. Gran Turismo 5 is the top-selling PS3™ game by Sony PlayStation in Germany. Over half a million Gran Turismo 5 games were sold within three months. For this large fan community, the Audi R8 LMS Racing Simulator that will be featured at many public events is now making a dream come true. The predecessor model based on the Abt-Audi TT-R was deployed about 60 times per year between 2005 and 2009. These events resulted in 15,000 simulation drives and more than a million people having the opportunity to see the simulator.

The Audi Group delivered around 1,092,400 cars of the Audi brand to customers in 2010. The Company posted revenue of €35.4 billion and an operating profit of €3.3 billion in 2010. In the first half of 2011, the Audi Group sold 652,970 vehicles bearing the four rings worldwide and achieved record figures in terms of revenue (€21.5 billion) and operating profit (€2.5 billion). 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, of the Audi A4 in early October 2008 and of the Audi Q5 in July 2010. Production of the new Audi A1 has been running at the Brussels plant since May 2010. 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., Automobili Lamborghini Holding S.p.A. in Sant'Agata Bolognese (Italy) and quattro GmbH in Neckarsulm. Audi currently employs around 60,000 people worldwide, including around 46,600 in Germany. Between 2011 and 2015 the brand with the four rings is planning to invest more than €11 billion, mainly in new products, in order to sustain the Company's technological lead embodied in its “Vorsprung durch Technik” slogan. By 2015, Audi plans to increase the number of models in its portfolio to 42.

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 newly established Audi Environmental Foundation. Under the heading of “Audi balanced mobility,” the Company is directing its activities toward a major goal – comprehensive CO₂-neutral mobility.