



Tradition Communications

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Audi Tradition celebrates 40 years of quattro

- **This year's program includes more than 20 events**
- **40 years ago, the first Audi quattro was presented in Geneva**
- **Start of the season with the Bremen Classic Motorshow**

Ingolstadt, January 31, 2020 – This year, too, Audi Tradition will be taking part in over a dozen national and international events, thereby celebrating a particularly special anniversary. Exactly 40 years ago, the company with the four rings presented the Audi quattro and, in doing so, took its first step into the premium segment. Traditional items on the event calendar include the Goodwood Festival of Speed, Classic Days at Schloss Dyck, the Eifel Rallye in Daun and Donau Classic, where we will, of course, be placing quattro models in the limelight as part of this special anniversary year.

This year's program of events will kick off at the Bremen Classic Motorshow (January 31 to February 2). The historical department within AUDI AG will also be flying the flag at the GP Ice Race (February 1 and 2) in Zell am See where an Audi quattro Rallye S1 will be drifted across the frozen lake. The big starting point in the annual program is traditionally the "Techno Classica" classic vehicle show in Essen (March 25 to 29). Audi Tradition will be present in hall 4 of the historical automobile show, where Audi's theme this year will be "40 years of quattro – everyday all-wheel drive". The focus of this exhibition will be various former quattro models.

At the Geneva International Motor Show in March 1980, an all-wheel-drive, sporty Coupé caused a massive stir. The Audi quattro was the first high-performance vehicle to be offered with all-wheel drive – a drive system concept which was previously only reserved for use in trucks and off-roaders. The idea for this four-wheel-drive passenger car arose in the winter of 1976/77 during test drives for the VW Iltis off-roader which was being developed by Audi for the German army. The excellent driving characteristics of this off-road vehicle on ice and in snow led engineers to the idea of installing the all-wheel drive system of the VW Iltis in a series-production Audi 80. The subsequent tests were especially impressive. And the result was a sporty Audi Coupé by the name of quattro. Its 147 kW/200 hp of power came from a more powerful variant of the 2.2-liter five-cylinder turbo engine presented in Fall 1979.

The Audi quattro made its motorsport debut at the beginning of 1981 at the Jänner Rallye in Austria. The all-wheel-drive powerhouse from Ingolstadt revolutionized the international rally and racing scene from that point on.

*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.



Reason enough, then, for Audi Tradition to bring some of its historical Audi quattro models – rally and street versions – out of storage for this year's event season. Classic events on Audi Tradition's program include the Goodwood Festival of Speed in England (July 9 to 12), the Eifel Rallye Festival in Daun (July 23 to 25), Classic Days at Schloss Dyck in Jüchen (July 31 to August 2), the home events Donau Classic (June 18 to 20) in Ingolstadt and Heidelberg Historic (July 9 to 11) near Neckarsulm, not to mention the Sachsen Classic show at the company's historic Zwickau location (August 13 to 15). The brand with the four rings will also be represented at the Rossfeld hillclimb in Berchtesgaden (September 25 to 27), as well as at Audi RegioSprint in Ingolstadt (April 25) and, for the first time ever, at the Copenhagen Historic Grand Prix (August 1 and 2). Historic motorcycles and an Auto Union Typ C can be seen and heard at Sachsenring Classic in Hohenstein-Ernstthal (May 8 to 10). The season will be rounded out by the model car fairs in the Audi Forum Neckarsulm (November 8) and Ingolstadt (November 29).

– End –

The four rings of the Audi badge symbolize the Audi, DKW, Horch and Wanderer brands, combined to form Auto Union in 1932. Auto Union and NSU, which merged in 1969, both made many significant contributions towards the development of the car. AUDI AG was formed from Audi NSU Auto Union AG in 1985. Together with NSU GmbH, Audi Tradition/Auto Union GmbH has been nurturing the extensive, diverse history of Audi since 1998 and presenting it to the public. The Audi museum mobile at the Audi Forum Ingolstadt is open daily from Monday to Friday from 9.00 a.m. to 6.00 p.m., and on Saturdays, Sundays and public holidays from 10.00 a.m. to 4.00 p.m. The August Horch Museum in Zwickau is open from Tuesday to Sunday from 9.30 a.m. to 5.00 p.m. AUDI AG and the town of Zwickau are each 50 percent owners of the August Horch Museum Zwickau gGmbH. www.audi.de/tradition

Audi Tradition supports the work of Audi Club International e.V. (ACI). Officially recognized by AUDI AG, this umbrella organization represents all Audi brand clubs and the clubs of the predecessor brands of the present-day AUDI AG. Information at www.audi-club-international.de

Der Audi-Konzern mit seinen Marken Audi, Ducati und Lamborghini ist einer der erfolgreichsten Hersteller von Automobilen und Motorrädern im Premiumsegment. Er ist weltweit in mehr als 100 Märkten präsent und produziert an 18 Standorten in 13 Ländern. 100 prozentige Töchter der AUDI AG sind unter anderem die Audi Sport GmbH (Neckarsulm), die Automobili Lamborghini S.p.A. (Sant'Agata Bolognese/Italien) und die Ducati Motor Holding S.p.A. (Bologna/Italien).

2019 hat der Audi-Konzern rund 1,846 Millionen Automobile der Marke Audi sowie 8.205 Sportwagen der Marke Lamborghini und 53.183 Motorräder der Marke Ducati an Kunden ausgeliefert. Im Geschäftsjahr 2018 erzielte der Premiumhersteller bei einem Umsatz von € 59,2 Mrd. ein Operatives Ergebnis vor Sondereinflüssen von € 4,7 Mrd. Zurzeit arbeiten weltweit rund 90.000 Menschen für das Unternehmen, davon mehr als 60.000 in Deutschland. Audi fokussiert auf nachhaltige Produkte und Technologien für die Zukunft der Mobilität.

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 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.846 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.