

Audi Tradition is retrieving treasures from motorsports history from its hallowed halls

- **May 15 for International Museum Day in the Audi museum mobile and at the Audi Piazza at the Audi Forum Ingolstadt**
- **App in the museum: all exhibits in the Ingolstadt technology museum and highlights from Audi history are also in the Audi Tradition app**

Ingolstadt, May 13, 2022 – Experience a century of racing history – Audi Tradition is making it possible: In celebration of International Museum Day under the motto “Discover Museums with Joy,” Audi Tradition will fire up an impressive selection of motorsports cars from its historical collection on Sunday May 15. In doing so, it will display enormous range and development in racing: from the Audi Type C “Alpensieger” and the legendary Auto Union Silver Arrow models to the Audi Sport quattro S1 from the rally era of the 1980s and the 2022 Dakar Rally car, the Audi RS Q e-tron. The Audi museum mobile is open Sunday from 10 AM to 4 PM. Admission is free. Visitors can also expect to find a diverse program of events at the Audi Piazza at the Audi Forum Ingolstadt.

Stirring up enthusiasm for museums – that is the goal of International Museum Day. The Audi museum mobile’s contribution to the events of the day is particularly directed at motorsports fans. Audi Tradition and the museum staff have come up with an extensive program: a museum rally for children, special tours in the museum, and detailed explanations of the technical features of the twelve successive motorsports cars that will be retrieved from the hallowed halls for the occasion and brought to life for the public. That agenda item will take place at 10:30 and 2:30 on the Audi Piazza. The following vehicles will be presented:

- > Audi 14/35 PS Type C “Alpensieger,” 1919
- > NSU 501 T, 1928
- > DKW UL 700 sidecar outfit, 1936
- > Auto Union Grand Prix Type C racecar, 1937
- > Auto Union Grand Prix Type D racecar, 1938
- > DKW Hartmann Formula Junior racecar, 1961
- > NSU/Wankel Spider racecar, 1966
- > Audi 50 racecar, 1975
- > Audi Sport quattro S1 E2 “Olympus”, 1985
- > Audi R18 e-tron quattro, 2013
- > Audi e-tron FE07, 2021
- > Audi RS Q e-tron „Dakar“, 2022

App in the museum: Audi museum mobile in the Audi Tradition App

Anyone who is unable to experience motorsports highlights from Audi history live in Ingolstadt on May 15 will have the opportunity to see many of these automotive icons via the new Audi Tradition App – any time and from anywhere in the world. For example, it will provide 360-degree panoramic views, historical photos and films, and in some cases engine sounds. In addition to exhibits from the Audi museum mobile’s permanent collection, users will also experience the current special exhibition focusing on the tradition brand NSU, “the fifth ring.” Also in the app: a link to the online shop and the Audi Tradition events calendar.



iPhone iOS



Android

Notice for media professionals: You are also cordially invited to the International Museum Day and the Audi museum mobile. For accreditation for the events on Sunday May 15, please email daniela.henger@audi.de.

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The Audi logo consisting of the 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 daily from 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 gGmbH. www.audi.de/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 brands Audi, Ducati, Lamborghini and Bentley produce at 21 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. In the 2021 fiscal year, AUDI AG achieved a total revenue of €53.1 billion and an operating profit before special items of €5.5 billion. More than 89,000 people all over the world work for the Audi Group, around 58,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.
