

## Audi Tradition showcases Audi 100 and A6 history

- **Exhibition on the successful model series at Audi Forum Neckarsulm runs until April 30**
- **Audi 100 enabled the brand's rise to the upper mid-range in 1968**

**Neckarsulm, February 18, 2025 – Audi Tradition is presenting a special chapter in Audi history with a new exhibition at the Audi Forum Neckarsulm: the company's rise to the upper mid-size range with the Audi 100. Running until April 30, a total of 17 exhibits from eight generations of the C model series, starting with the Audi 100 from 1968, await visitors on the second floor of the Audi Forum.**

Over the course of its four model generations, the **Audi 100** won the Golden Steering Wheel five times, the title "Car of the Year" twice, and was named "World Car of the Year" by automotive journalists once. The model series' success is underscored by the 3.2 million Audi 100s that were sold in total. The premiere of the first Audi 100 in 1968 was preceded by an exciting story, as its development began in secret. Volkswagenwerk AG took over Auto Union GmbH in the mid-1960s and prohibited the Ingolstadt-based company from developing new models. Ludwig Kraus, Technical Director of Auto Union at the time, ignored the order to only work on existing models. He wanted to add a mid-range model to the Audi brand, which had only been reintroduced in 1965 with the first Audi produced after the Second World War. At a time when VW Beetles were rolling off the production line at the Ingolstadt plant, Kraus saw this as the only chance of survival for an independent Auto Union. His courage was rewarded, and he received the green light from Wolfsburg for his Audi 100 study. Production started in 1968, and capacity limits were very quickly reached in Ingolstadt. The Audi 100 production therefore moved to the Neckarsulm plant in 1970. The company sold 800,000 cars with the very first series. Three further generations followed and proved Audi's claim of *Vorsprung durch Technik* with numerous innovations such as the fully galvanized body, optimized aerodynamics, and highly efficient engines.

Since 1994, the **Audi A6** has continued the success story of the Audi 100. Nine variants of the Audi 100 and eight of the Audi A6 are on display in Neckarsulm, with the exhibition rounded off by an Audi RS6 Avant GT\* from 2024. According to curator Stefan Felber, each of the 17 vehicles is distinguished by a special characteristic. In addition to the "first one," which founded the ancestry line, visitors will also get to know a "globetrotter," "a feat of spaciousness," a "long one," a "sloping one," a "connected one," and the "supreme one" – the latter is the [Audi RS6 Avant GT](#), which concludes the almost 60-year model series history on display. But, as we know, the model series' success story will soon be continued with its ninth generation – the new Audi A6 Avant will be revealed to the world on March 4 at 2 p.m.

## Audi Forum Neckarsulm

Opening hours: Monday to Friday, 8 a.m. to 4 p.m., free admission; guided tours of the exhibition available. The Audi Forum Neckarsulm is closed on Saturdays, Sundays, and public holidays. For further information, please see [Guest Services | Audi Forum Neckarsulm](#).

## Audi Tradition Communications

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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](http://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](http://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.

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**Fuel/electric power consumption and emissions values of the model named above:**

**Audi RS 6 Avant GT**

Combined fuel consumption in l/100 km (62.1 mi): 12.7-12.2 (18.5-19.3 US mpg);  
combined CO<sub>2</sub> emissions in g/km: 289-277 (465.1-445.8 g/mi)