

## **Audi Tradition to commemorate numerous anniversaries in 2025**

- **Booklet features a selection of more than two dozen anniversaries**
- **The launch of the Audi A2 25 years ago; the first new Audi in post-war times 60 years ago; and Hans Stuck's record-breaking exploits in the "world's fastest road-going car" near Lucca 90 years ago**

**Ingolstadt, December 6, 2024 – With the "Anniversary Dates 2025" booklet, Audi Tradition is showcasing the most important moments in the product and company history of Audi, which is as eventful as it is diverse. Audi historians have selected a total of 27 dates to commemorate in 2025.**

Twenty-five years ago, the Audi A2 hit the market. With its aluminum body, it made a name for itself as a progressive compact car: light, aerodynamic, and economical. The Audi A2 polarized opinion with its design and unusual proportions; the concept was ahead of its time. However, sales remained below expectations, and Audi ended production after roughly five years and 176,377 units built. Since then, the A2 became a fan favorite and is now a sought-after collector's item.

Sixty years ago, the first post-World War II Audi rolled off the production line. With the "Auto Union Audi" vehicle, Auto Union GmbH revived the tradition-steeped Audi brand name in 1965. The new name was meant to show that this car represented a fresh start for Auto Union in terms of technology. The Audi was the first car from the brand with four rings to feature a four-cylinder four-stroke engine, and it marked the beginning of a new era in Ingolstadt. Twenty years later, on January 1, 1985, Audi NSU Auto Union AG was renamed AUDI AG, and since that time, the company and its products have shared the same short, memorable name.

Ninety years ago, in February 1935, a spectacular attempt to break speed records took place in Italy. After test drives in October 1934 with the Grand Prix racing car on the AVUS in Berlin, the Auto Union racing department started developing the vehicle that would later be known as the "Lucca" car. Just a few weeks later, in December 1934, it was presented during initial test drives on the AVUS. The record attempts were planned in Hungary but were moved to Italy at the last minute due to bad weather. The one-kilometer and one-mile records were targeted to be broken with a flying start on a five-kilometer stretch between Pescia and Altopascio. Test drives took place on February 14, 1935, and the next day, on February 15, the car piloted by Hans Stuck performed as planned and was heralded the "world's fastest road-going car." With a speed of 326.975 km/h reached near Lucca, the vehicle broke 26 world records and 13 international class records.

The “Anniversary Dates 2025” booklet contains several additional anniversaries to discover, including [25 years of the first Audi victory at Le Mans](#) and 25 years of Audi allroad quattro, 35 years of Audi duo hybrid vehicles, 40 years of fully galvanized bodies in large-scale automotive engineering, 50 years of the Audi 80 GTE, 55 years of the Audi 100 Coupé S, 60 years of the NSU Prinz 1000 TT and NSU Type 110, 75 years of the first post-war DKW passenger car, and 90 years of the Horch 850 series.

A complete overview of the [anniversary booklet](#) is available in the Audi MediaCenter.

### **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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