

Audi Tradition's new book provides "insights" into AUDI AG's collection of historical vehicles

- **256 pages of treasures from the company's history; production models, unique prototypes and show cars**
- **Presentation of the illustrated book and signing session with the author and photographer at the Audi museum mobile in Ingolstadt and at the Audi Forum in Neckarsulm**

Ingolstadt/Neckarsulm, December 6, 2022 – Audi's archive of automobiles as an illustrated book: under the title "insights", Audi Tradition's new book, published by Delius Klasing Verlag, invites you to take an impressive journey through more than a century of exciting automotive history. For the publication, Berlin-based photographer Stefan Warter spent several days at the depots where AUDI AG's historical vehicle collection is housed. The result? Over 360 high quality images of prestigious cars, with commentary from renowned Audi historian, Ralf Friese. Warter and Friese will present the latest Audi Tradition Edition title and sign copies on request at the Audi museum mobile in Ingolstadt starting at 6:30 p.m. on Tuesday, January 24, 2023, and at the Audi Forum in Neckarsulm starting at 6:30 p.m. on Wednesday, January 25. Please register in advance; admission is free.

Audi's illustrious history lends the vehicle collection a scope encompassing several brands, including Auto Union, DKW, Horch, Wanderer, and NSU. Since December 15, 2000, the Audi museum mobile in Ingolstadt, has provided a representative cross section of the company's history with selected exhibits. In addition, a permanent exhibition at the Audi Forum Neckarsulm, using the two- and four-wheel models produced by NSU and Audi as an example, demonstrates the local history; however, due to space constraints, only a fraction of AUDI AG's historical vehicle collection can be shown in both exhibitions. The new book "insights" gives an impression of what is in the Audi Tradition depots, which are not open to the public.

The photographer Stefan Warter and the Audi historian Ralf Friese will present the lushly illustrated Audi Tradition Edition album at the Audi museum mobile in Ingolstadt on Tuesday, January 24, 2023, and at the Audi Forum in Neckarsulm on Wednesday, January 25. Registration for both events can be completed by sending an e-mail to museum.mobile@audi.de or calling 0841/89-91544. Both events begin at 6:30 p.m., the doors open at 6:00 p.m., and the registration deadline is January 16.

Ralf Friese, Stefan Warter: **Insights. The AUDI AG vehicle collection.**

1st edition 2022, 256 pages, 364 photos and illustrations. Delius Klasing Verlag, Bielefeld. ISBN 978-3-667-12529-3, Price: €59.00.

Available from bookshops, the Ingolstadt museum shop, the Audi Forum Neckarsulm, and the Audi Tradition online shop at www.audi.de/tradition-parts.

Notice for media professionals: You are cordially invited to the book presentation – please register in advance by sending an email to 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 GmbH. 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.
