

Ingolstadt, 7 September 2007

## Motorsport

### Born to win – the history of the Audi R8

- **The history of the most successful Le Mans sportscar**
- **Anecdotes and unique photographs fill 128 pages**
- **Available now at bookshops for 29 Euro**

The Audi R8, available to customers since June, is the new mid-engined sportscar from AUDI AG. The entire annual production allocated for Germany in 2007 is already sold out. The name and genes of the R8 originate from the most successful Le Mans Prototype ever which recorded 63 wins from 80 starts – including five victories in the legendary 24 Hours of Le Mans.

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[www.audi.com](http://www.audi.com)

“Born to win” is filled with a host of amusing passages and fascinating photographs recounting the Race-R8’s unique success story from its roll-out in December 1999 to its final victorious race in July 2006. Author Thomas Voigt, who followed the R8 project from its very inception, shares numerous anecdotes from the seven years of competition in the course of 128 pages. Head of Audi Motorsport, Dr. Wolfgang Ullrich, the technicians responsible and drivers of the R8 recount their personal memories. A comprehensive table of statistics including every result and information appertaining to the sixteen R8-Prototypes built make the book a ‘must read’ for sportscar fans.

“Audi R8 – Born to win” (128 pages, format 23 x 33 centimetres) is printed in two languages (German/English) by Heel-Verlag and is available at specialist bookshops for 29 Euro.

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**A print of the book cover and special-offer order form for media representatives is available in the Internet: [www.audi-motorsport.info](http://www.audi-motorsport.info) (accreditation required)**

Order of review copy

**Audi R8 – Born to win**

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