

Four Rings – two speakers – one topic: “90 years of Auto Union AG” at the Audi museum mobile

Ingolstadt, November 29, 2022 – This year the Audi Four Rings logo celebrates its 90th birthday. Everyone who would like to learn more is invited by Audi Tradition to the presentation at the Audi museum mobile. On Thursday December 8th, Professor Sebastian Mock, from Vienna, and Audi historian Ralf Friese will have quite a few stories to tell about the history of Auto Union AG. Please register in advance; admission is free.

On June 29, 1932, on the initiative of the State Bank of Saxony, the former Audiwerke AG, Horchwerke AG, and Zschopauer Motorenwerke J. S. Rasmussen AG (DKW) companies merge to form Auto Union AG. The new entity simultaneously concludes an agreement with Wanderer Werke AG on the purchase and lease of Wanderer's automotive division. The new group is based in Chemnitz, with administration located at the DKW plant in Zschopau until 1936. Following its creation, Auto Union AG is the second-largest motor vehicle group in Germany. The company logo shows four interlocking rings, representing the inseparable unity of the four founding companies. The brand names Audi, DKW, Horch, and Wanderer are retained. Each of the group's four brands is assigned a specific market segment: While DKW is active in the motorcycle and small cars segment and Wanderer builds and sells mid-size cars, Audi markets cars in the deluxe mid-size segment and Horch stands for luxury cars at the top end of the market.

A new beginning – the Four Rings in Bavaria

While Sebastian Mock, Full Professor for Civil and Corporate Law at the Vienna University of Economics and Business, will examine the consequences of the Great Depression for the German automobile industry and the associated challenges during the foundation of Auto Union AG, Audi historian Ralf Friese will concentrate on the new beginning in Ingolstadt. In 1945, after the end of the Second World War, Auto Union AG, located in the Soviet Occupation Zone, is expropriated. Its factories are dismantled and in 1948 the company is removed from the commercial register of the City of Chemnitz. At the end of 1945, senior Auto Union employees initially establish a depot for Auto Union spare parts in the garrison town Ingolstadt. On September 3, 1949, this becomes Auto Union GmbH, which in the same year begins producing delivery trucks and motorcycles. Tumultuous decades follow, until finally in the 1980s the Audi brand begins to find a more premium position on the market.

The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.

****The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.***

*****Consumption and emissions values are only available according to WLTP and not according to NEFZ for this vehicle. Information on fuel consumption and CO2 emissions in ranges are dependent on the chosen vehicle specification.***

In this context, the “Vorsprung durch Technik” is accompanied by developments such as quattro, TDI, aerodynamics in body development and consistent lightweight construction, since 1985 the product and the company have the same name. With the recent [redesign of the Four Rings](#) as part of the introduction of the new Audi Q8 e-tron*, Audi shows that the brand and its logo can continue to reinvent themselves, even after 90 years.

Interested parties can register for the presentation by Sebastian Mock and Ralf Friese by email at museum.mobile@audi.de or by telephone at 0841/89-91544; registration will end on December 5th. The event starts on December 8th at 6:30 PM; doors open at 6:00 PM.

***Notice for media professionals:** You are cordially invited to the 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 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.

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

Audi Q8 e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): - (NEDC); 24.4–19,5 (WLTP);
combined CO₂ emissions in g/km (g/mi): 0 (0)

Consumption and emissions values are only available according to WLTP and not according to NEFZ for this vehicle. Information on fuel consumption and CO₂ emissions in ranges are dependent on the chosen vehicle specification.

***The indicated consumption and emissions values were determined according to the legally specified measuring methods. The WLTP test cycle completely replaced the NEDC on January 1, 2022, which means that no NEDC figures are available for vehicles with new type approvals from after this date.*

The figures do not refer to a single, specific vehicle and are not part of the offering but are instead provided solely to allow comparisons of the different vehicle types. Additional equipment and accessories (add-on parts, different tire formats, etc.) may change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO₂ emissions and the performance figures for the vehicle.

Due to the more realistic test conditions, the consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. This may result in corresponding changes in vehicle taxation since September 1, 2018. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the “Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models”, which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).