

Good neighbor Audi strengthens region and acts as title sponsor at Triathlon Ingolstadt

- **The Ingolstadt event is one of Germany's top 3 triathlons**
- **Important building block of the Four Ring's commitment to corporate citizenship in Ingolstadt**
- **Cooperation with regional partners will make sports event even more sustainable in the future**

Ingolstadt, 21 February 2022 – The 12th Audi Triathlon Ingolstadt is taking place on 29 May 2022. With 3,000 participants, the competition is now one of Germany's top three triathlons. Starting this year, Audi will act as the title sponsor and seeks to evolve and reposition the triathlon in Ingolstadt together with other partners and the event organizer. Well known far beyond the region itself, the sports event is an important building block of the Four Ring's commitment to corporate citizenship at its Ingolstadt site.

As a good neighbor, Audi promotes highlight sports events at its production sites the world over as part of its commitment to corporate citizenship. One example is the Audi Triathlon Ingolstadt, which will take place on 29 May 2022 and where numerous Audi employees too will again try to break their swimming, biking, and running records.

The event will draw to the starting line some 3,000 athletes – including beginners, ambitious hobby triathletes, and professionals – from all over Germany and beyond. “Sports are to me the best way of competing with oneself and others,” says Markus Duesmann, Chairman of the Board of Management of AUDI AG. According to Duesmann, the Triathlon Ingolstadt has gained in importance and brings an increasing number of people to the region. “We are excited to strengthen the event by expanding our sponsorship role as the name partner.”

Audi reaffirms its commitment in the region

Audi has a longstanding pledge to support sports in the Ingolstadt region. AUDI AG has been the main sponsor of the Triathlon Ingolstadt since its inception and will now act as the title sponsor starting in 2022. Member of the Audi Board of Management Sabine Maaßen states: “At Audi, corporate responsibility means standing up for social and environmental causes in equal measure. That's why we assume responsibility not only for the people who work in our locations or buy our products, but also promote social activities – especially at our locations.

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.*

We are committed to diversity and networking, in education and culture through to elite and mass sports in the region.”

FC Ingolstadt 04 and ERC Ingolstadt, both also longstanding partners of Audi, will also send their own teams to compete in the Audi Triathlon, affording participants and spectators alike a special highlight along the course.

Organizers pursue sustainable strategy

Together, event organizers and partners are also pursuing the goal of making the event as CO₂ neutral as possible. Among other measures to this end, an Audi e-tron* will be used as an emissions-free pace car and the Audi Environmental Foundation, along with the triathlon organizers, will call for a plogging action (a combination of jogging and picking up litter) along the biking/running track. Other measures in pursuit of sustainability are currently being reviewed and planned together with the event organizer. Event organizer Gerhard Budy says the triathlon will leave “lasting impressions, but no traces”. This is expressed by the event partnership with disposal and recycling specialist company Büchl, which has also resulted in the sports event being named “Audi Triathlon Ingolstadt powered by Büchl”.

Audi is a good neighbor at all its locations

As a good corporate citizen, Audi takes responsibility for all the regions where the brand with the Four Rings is located. Above all, Audi supports regional projects relating to social cohesion, culture, science and the humanities, sports, and public health. The three principles of Engage, Educate, and Empower guides Audi’s social commitments. “Engage” covers donations and social sponsorship. “Educate” unites the training and education programs that Audi offers or supports among other measures, while “Empower” refers to helping people learn to help themselves.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. With its brands Audi, Ducati, Lamborghini and, since January 1, 2022, Bentley, it comprises the premium brand group within the Volkswagen Group. Its brands are present in more than 100 markets worldwide. Audi and its partners produce automobiles and motorcycles at 21 locations in 13 countries.

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. More than 85,000 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 premium brand 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 e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 26.2–21.0 (WLTP);
24.3–20.9 (NEDC); combined CO₂ emissions in g/km (g/mi): 0 (0)

***The indicated consumption and emissions values were determined according to the legally specified measuring methods. Since September 1, 2017, type approval for certain new vehicles has been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Since September 1, 2018, the WLTP has gradually replaced the New European Driving Cycle (NEDC). 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. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp.*

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer. They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electric power consumption, CO₂ emissions and performance figures.

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, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).