



Communications Motorsport

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Hoffmann Group new DTM partner of Audi

- **Jamie Green to compete sporting the colors of the Munich company**
- **Europe's leading system partner for quality tools in eager anticipation**
- **Graphics to be unveiled at official test in Budapest**

Ingolstadt, March 28, 2014 – Audi and the Hoffmann Group are adding color to the DTM. When the new season starts another round on May 4, Jamie Green in an Audi RS 5 DTM sporting conspicuous graphics will be one of the eye-catchers at Hockenheim. By teaming up with Europe's leading system partner for quality tools, Audi can rely on another strong partner.

2,500 employees, a partner in nearly 50 countries and more than 135,000 customers worldwide: The Hoffmann Group headquartered in Munich is a leading system partner for quality tools. With a portfolio of more than 55,000 quality tools, the company combines trading, manufacturing and service expertise. This season sees the Hoffmann Group starting as a partner of Audi in the DTM, with its logo being featured on Jamie Green's Audi RS 5 DTM of Audi Sport Team Rosberg.

"We're delighted to have another strong partner on board this season in the Hoffmann Group," says Dieter Gass, Head of DTM at Audi Sport. "I'm sure that the employees around the globe will soon become big DTM fans and support us. The livery of Jamie's car sets an initial visual exclamation mark."

"Technology and tools play an important part in the DTM. That's why it's an ideal environment for us as Europe's leading system partner for quality tools. Audi and the Hoffmann Group share the same high claim to quality and precision as well as a passion for the things we do," says Christian Freitag, Head of Marketing at the Hoffmann Group. "The motorsport cooperation with Audi in the DTM strengthens the global visibility of the Hoffmann Group. It provides us with even greater attention and enhances the attractiveness of the brand in Germany and other important markets such as China, Russia, Austria and Hungary," Christian Freitag adds.



The bright orange livery will be celebrating its debut at the first official ITR test to be held in Budapest from March 31 to April 3. All eight Audi drivers will participate in the tests in Hungary's capital.

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The Audi Group delivered approximately 1,575,500 cars of the Audi brand to customers in 2013. In 2013 the company reported revenue of €49.9 billion and an operating profit of €5.03 billion. The company is globally operating in more than 100 markets with production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). Since December 2013, the brand with the Four Rings has been producing cars also in Foshan (China). In 2015, Audi will start production in São José dos Pinhais (Brazil), followed by San José Chiapa (Mexico) in 2016. Wholly owned subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy), the sports motorcycle manufacturer. The company currently employs more than 73,500 people worldwide, thereof more than 52,500 in Germany. Total investment of around €22 billion is planned from 2014 to 2018 - primarily in new products and sustainable technologies. Audi is committed to its corporate responsibility and has anchored the principle of sustainability for its products and processes in its strategy. The long-term goal is CO₂-neutral mobility.