

## How the four rings became the Audi trademark: Auto Union AG founded 90 years ago

- Audi, DKW, Horch, and Wanderer merge to form Auto Union AG in 1932
- The Audi Tradition app: Information on Audi history as well as the Audi museum mobile and the vehicles on display there available online 24/7

**Ingolstadt, June 21, 2022 – As Audi’s trademark, the four interlocking rings symbolize the June 29, 1932 merger of four previously independent automobile manufacturers: Audi, DKW, Horch, and Wanderer. They are the roots of today’s AUDI AG.**

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.

Today, Audi fans can still experience Audi’s history and the history of automobile manufacturing – at the August Horch Museum in Zwickau (<https://www.horch-museum.de/en/>), and also at the Audi museum mobile in Ingolstadt. Until September 24, visitors to the latter can see the special exhibition “The Fifth Ring”, which tells the story of NSU, the oldest predecessor brand of today’s AUDI AG. Those who want to visit the Audi museum mobile from the comfort of their own home or while traveling can do so at any time on the Audi Tradition app. It is available for download on all popular app stores for iOS and Android smartphones.



iPhone iOS



Android

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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](http://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](http://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.

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