



Communications Motorsport

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International stars as guest starters in Audi Sport TT Cup

- **Rallycross stars Foust and Heikkinen to battle at Hockenheim**
- **Former ski jumper Hannawald looks forward to guest start**
- **Strong partners support premiere Audi Sport TT Cup season**

Ingolstadt, April 23, 2015 – For the opening of the Audi Sport TT Cup at Hockenheim on the first May weekend, two rallycross stars will battle for bragging rights: Guest starters Tanner Foust (USA) and Toomas Heikkinen (FIN) pit themselves against the permanent competitors. Ski jump Olympic gold medalist and World Champion Sven Hannawald also joins the grid.

The two races at the Hockenheimring on Saturday and Sunday should provide the fans with exciting wheel-to-wheel action. In addition to the 18 international talents, who fight for championship points, the six guest drivers should also spice up the action. “We want to offer the motorsport fans at each of the six Audi Sport TT Cup events fascinating battles between drivers from a specific métier,” says Rolf Michl, Project Leader Audi Sport TT Cup. “For the Hockenheimring we were successful. I expect to see Tanner Foust and Toomas Heikkinen make some incredible overtaking maneuvers.”

Foust is a superstar in the USA. The triple gold medal winner in the X-Games currently drives in the Global Rallycross Championship (GRC) and moderates the motorsport magazine program Top Gear. In Europe, the 41-year old participates in selected rounds of the FIA World Rallycross Championship, including a world championship round at the Hockenheimring. Where he meets his adversary Heikkinen. The 24-year old Finn was World Rallycross Championship runner-up in 2014. “I’m looking forward enormously to racing again on a circuit,” says Heikkinen, who last competed on a permanent race track in Formula Renault in 2009.

Another celebrity – former ski jumper Sven Hannawald – also joins the grid at Hockenheim. The VW brand ambassador is an enthusiastic amateur racing driver who started in motorsport about ten years ago. “Racing has always been very appealing to me,” says Hannawald. “The challenges on the track are comparable



with those in ski jumping. You have to react very quickly and be fully focused in both sports. This fascinates me.” Three journalists with racing experience complete the field of six guest starters.

A series of strong partners supports the Audi Sport TT Cup in its premiere season. In addition to tire partner Hankook, REHAU and AMAG Austria Metall AG also support the new Audi one-make cup. REHAU is the leading system and service provider of polymer-based solutions in the fields of construction, automotive and industry. AMAG Austria Metall AG, based in Ranshofen, is Austria’s leading manufacturer of semi-finished and cast aluminum products for the processing industries.

The new racing series also generates great interest at AUDI AG. Audi Top Service and Audi Consulting are also partners of the Audi Sport TT Cup. Audi Top Service represents faultless repair quality and excellent customer service. This is the foundation for customer enthusiasm. Because as in motorsport, excellence and teamwork are the prerequisites for long-term success in the daily service business. For Audi Consulting, the in-house top management consultancy of AUDI AG, the Audi Sport TT Cup is an attractive environment in which to meet and interact with talents interested in automobiles and to inspire them for a career at Audi.

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The Audi Group delivered approximately 1,741,100 cars of the Audi brand to customers in 2014. In 2014, the company reported revenue of €53.8 billion and an operating profit of €5.15 billion. The company operates globally in more than 100 markets and has 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 the end of 2013, the brand with the Four Rings has also been producing cars in Foshan (China). As of mid-2015, Audi will operate a production facility 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 approximately 80,000 people worldwide, thereof approximately 55,800 in Germany. Total investment of around €24 billion is planned from 2015 to 2019 – 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.