

Lecture at the Audi museum mobile: The “New Plant” – the history of the Auto Union plant in Ingolstadt

Ingolstadt, November 6, 2023 – The company today known as Audi was once “Auto Union”. The plant with the four rings on Ettinger Strasse, now as big as the Principality of Monaco, was built in the late 1950s on a greenfield site on the outskirts of Ingolstadt. Audi historian Ralf Friese will recount how it all began in his lecture on Wednesday, November 15, entitled “The ‘New Plant’ – The History of the Auto Union Plant on Ettinger Strasse”. The lecture begins at 6 PM at the Audi museum mobile; registration is required.

Audi, DKW, Horch, and Wanderer merged to form Auto Union AG in 1932. The new company was headquartered in Chemnitz. After the Second World War, the Soviet Union dismantled most of the four brands’ plants in East Germany. However, some former Auto Union employees were able to make a fresh start in the West as early as the end of 1945 – initially with a central depot for Auto Union spare parts in Ingolstadt. They worked for several years at various locations in downtown Ingolstadt until 1958, when the cornerstone was laid for a new Auto Union plant on the city’s outskirts. By December of that year, the building on Ettinger Strasse was structurally complete, and production of the DKW Junior began in the summer of 1959.

To register for the lecture at the Audi museum mobile, email veranstaltungen.museum@audi.de or call +49 841 89-34433. Registration will end on Monday, November 13. The event begins at 6 PM on Wednesday, November 15; doors open at 5:30 PM.

Notice for media professionals: You are cordially invited – please register in advance by emailing daniela.henger@audi.de.

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The Audi logo consisting of 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 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 Audi, Bentley, Lamborghini, and Ducati brands operate manufacturing facilities at 21 locations in 12 countries. Audi and its partners maintain a presence in more than 100 markets worldwide.

In 2022, the Audi Group delivered 1.61 million cars from the Audi brand, 15,174 cars from the Bentley brand, 9,233 cars from the Lamborghini brand, and 61,562 motorcycles from the Ducati brand to customers. In fiscal 2022, the Audi Group generated earnings of 7.6 billion euros on revenues of 61.8 billion euros. The Audi Group currently has more than 87,000 employees worldwide, some 54,000 of whom work at AUDI AG in Germany. With its attractive brands and new models, innovative mobility offerings and pioneering services, the company is systematically continuing on its path to becoming a provider of sustainable, individual premium mobility.
