



Communications Motorsport

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New Audi Apps for motorsport fans

- **iPhone App “Audi Sport” with numerous new features**
- **Digital “Audi Express” for iPad**
- **Free download from App Store**

Ingolstadt, May 4, 2011 – Audi accompanies its motorsport involvement in the 2011 season with two new Apps for the iPhone and iPad.

The 2011 version of the “Audi Sport” App for both the iPhone and iPod Touch is available as update to download for free from the App Store in time for the start of the DTM season and the Audi R18 TDI prototype’s race debut in the Intercontinental Le Mans Cup (ILMC). The App gives journalists and fans the opportunity to be permanently up-to-date even when they are travelling.

In 2010 race reports, results, photos, sound bites and videos were already standard content for the Audi Sport App, which can now claim more than 40,000 downloads. The latest version is not only adapted to suit the brand’s new motorsport look. It also offers numerous new functions and features such as an expanded Live Ticker that actually shows which driver is at the wheel during endurance races, 360 degree images of the race cars, interactive introductions to the race tracks and wallpapers. Accredited media representatives can take part in the popular Audi DTM sweepstakes when on the move, view media appointments and order TV footage. The App was also adapted to the iPhone’s retina display.

Audi is also a step ahead of the competition on the popular iPad: a digital “Audi Express” iPad edition, which reviews the race weekend and also delivers a look behind the scenes of Audi’s multifaceted motorsport program, is published after every DTM and Intercontinental Le Mans Cup (ILMC) race. The “Audi Express” displays media information released by Audi Communications Motorsport in multimedia format and should supply journalists with stimulus for their own reports. The digital “Audi Express”, which is published every Tuesday after a race, is also available to download for free for all motorsport fans.



Like the race cars, both Apps are developed throughout the season and new features made available for users in the form of updates via the App Store.

The direct link to both Apps in the App Store:

Audi Sport (iPhone/iPod Touch)

<http://itunes.apple.com/de/app/audi-sport/id368185612?mt=8>

Audi Express (iPad)

<http://itunes.apple.com/de/app/audi-express/id418358501?mt=8>

The Audi Group sold around 1,092,400 cars of the Audi brand in 2010. The Company posted revenue of €35.4 billion and an operating profit of €3.3 billion in 2009. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). Aurangabad in India saw the start of CKD production of the Audi A6 at the end of 2007, of the Audi A4 in early October 2008 and of the Audi Q5 in July 2010. Production of the new Audi A1 has been running at the Brussels plant since May 2010. The Company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include AUDI HUNGARIA MOTOR Kft., Automobili Lamborghini Holding S.p.A. in Sant'Agata Bolognese (Italy) and quattro GmbH in Neckarsulm. Audi currently employs around 60,000 people worldwide, including around 46,600 in Germany. Between 2011 and 2015 the brand with the four rings is planning to invest around €11 billion, mainly in new products, in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" slogan. By 2015, Audi plans to increase the number of models in its portfolio to 42. AUDI AG will present the full results for the 2010 fiscal year at its Annual Press Conference on March 8, 2011.

Audi has long been fulfilling its social responsibility on many levels – with the aim of making the future worth living for generations to come. The basis for Audi's lasting success is therefore formed by environmental protection, the conservation of resources, international competitiveness and a forward-looking human resources policy. One example of AUDI AG's commitment to environmental issues is the Audi Environmental Foundation.