

New book from Audi Tradition: “Audi at Le Mans”

- The four rings’ involvement in the 24 Hours of Le Mans, presented in a book for the first time
- May 9: Book presentation and book signing at the Audi museum mobile

Ingolstadt, April 28, 2023 – Audi has made history at the 24 Hours of Le Mans with 13 wins in 18 years. In 2023, the classic endurance race on the Sarthe is celebrating its hundredth anniversary, and Audi Tradition is fittingly releasing a book for the occasion. At 320 pages, “Audi at Le Mans” offers previously unpublished images and extensive insights into the four rings’ success story in this tradition-steeped race. The book is being published by Delius Klasing Verlag. In addition to chapters on each race, it contains forays into technological milestones, exciting background information and a comprehensive statistics section. At 6:30 p.m. on Tuesday, May 9, the authors will introduce Edition Audi Tradition’s latest title at the Audi museum mobile in Ingolstadt, where they’ll be happy to sign books. Registration is required, and admission is free.

The prototype era of the LMP1 race car was a technically challenging epoch in the history of the famous endurance race. In 1999, Audi’s debut at Le Mans resulted in a commendable achievement as they secured a podium spot. The following year, they went on to claim an impressive triple podium and their first overall victory. Over the years, Audi’s race cars with the four rings went on to win an additional 12 times, with the latest victory recorded in 2016. The authors of “Audi at Le Mans”, Lars Krone and Alexander von Wegner, have been involved in motorsport for several decades, spent several years working for Audi’s PR team at Le Mans and have witnessed countless races in person. Drawing from their own experiences, they take readers on an exciting journey through the extreme challenges that this classic race poses for man and machine. Krone and von Wegner will present Edition Audi Tradition’s latest volume on Tuesday, May 9, at the Audi museum mobile in Ingolstadt. Registration can be completed by sending an e-mail to museum.mobile@audi.de or calling 0841/89-34433 by May 4. The event starts at 6:30 p.m., and the doors open at 6:00 p.m.

Information about the book:

Lars Krone/Alexander von Wegner: **Audi at Le Mans**. Edition Audi Tradition. First edition 2023, 320 pages, 603 photos and illustrations, Delius Klasing Verlag, Bielefeld. ISBN 978-3-667-12652-8, price: 59.00 euros. Available in bookstores, in the museum shop in Ingolstadt and in Audi Tradition’s online shop at www.audi.de/tradition-parts.

Info for media representatives:

You're cordially invited to the book presentation. Please apply for accreditation in advance (by Monday, May 8, at the latest) by sending an e-mail to daniela.henger@audi.de.

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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 from Monday to Friday between 9:00 a.m. and 5:00 p.m. and on Saturdays, Sundays, and public holidays from 10:00 a.m. to 4:00 p.m. 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 segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 22 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2022, the Audi Group delivered 1.61 million Audi vehicles, 15,174 Bentley vehicles, 9,233 Lamborghini vehicles, and 61,562 Ducati motorcycles to customers. In the 2022 fiscal year, AUDI Group achieved a total revenue of €61.8 billion and an operating profit of €7.6 billion. Worldwide, more than 87,000 people worked for the Audi Group in 2022, over 54,000 of them at AUDI AG 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.
