

Now also available on the Audi Tradition app: A city tour to discover Auto Union's historical facilities in Ingolstadt

- To celebrate 75 years of Auto Union GmbH in Ingolstadt, a digital city tour has been added to the Audi Tradition app
- Users can visit 18 locations in four areas, from the grain depot and barracks to the central depot

Ingolstadt, September 18, 2024 – To mark the 75th anniversary of the founding of Auto Union GmbH in Ingolstadt, a new feature is being added to the Audi Tradition app: Anyone interested in learning more about Audi's beginnings in Ingolstadt can now take a digital city tour that can be accessed anytime and anywhere, at home or on the go. The app is particularly useful as a virtual tour guide on location in Ingolstadt, taking users on a walk to discover Auto Union's historic sites. The Audi Tradition app can be downloaded free of charge from all major app stores for iOS and Android smartphones.

The digital city tour invites anyone interested in Audi's history to discover [the company's early years in Ingolstadt](#) at their own pace. It guides users to a total of 18 locations in four areas of downtown Ingolstadt, providing information about the former Auto Union production sites. The classic one-and-a-half-hour tour on the app starts at the Provisioning Office, passes by the buildings where two-wheelers and vans were built on the "banana lot" (named for its shape), and ends at the former barracks, which now house the police and the tax office. An exciting before/after feature compares images to provide even more information about the few remaining historic buildings and the many that are now gone. After the tour of the former Auto Union production sites, those who want to delve even deeper into the company's history are invited to tour the Audi museum mobile using the Audi Tradition app – including the current [special exhibition "Form vollendet"](#) (German for "form perfected") on aerodynamics from 1945 to the present day.



iPhone iOS



Android

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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 GmbH. www.audi.com/en/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 2023, the Audi Group delivered 1.9 million cars from the Audi brand, 13.560 cars from the Bentley brand, 10,112 cars from the Lamborghini brand, and 58,224 motorcycles from the Ducati brand to customers. In fiscal 2022, the Audi Group generated earnings of 6.3 billion euros on revenues of 69,9 billion euros. The Audi Group currently has more than 87,000 employees worldwide, some 53,000 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.
