



Project Dakar: Q Motorsport becomes Audi factory team

- **In 2022, Audi will take part in the world's toughest rally for the first time**
- **Q Motorsport and Audi will compete in the race together**
- **Partner with over two decades of experience in cross-country motorsport**

Neuburg a. d. Donau, December 11, 2020 – Audi will compete in the Dakar Rally for the first time with an innovative prototype in 2022. The race in the world's toughest cross-country rally will be carried out in cooperation with the newly-founded Q Motorsport GmbH based in Trebur (Germany).

“By cooperating with Q Motorsport, we are sticking to our philosophy that has proven itself at Audi over many years,” says Julius Seebach, Managing Director of Audi Sport GmbH and responsible for motorsport at Audi. “The development of the Dakar prototype with its innovative drivetrain concept is being carried out in-house. We are contesting the race together with an experienced partner. The Q Motorsport team contributes an enormous amount of specific experience from cross-country motorsport.”

Q Motorsport GmbH was founded by Sven Quandt and his two sons Thomas and Tobias Quandt. As a driver, Sven Quandt won the T1 Marathon Cup in 1998. In the same year, his team GECCO Raid celebrated a 1-2-3 victory in the T1 classification of the Paris-Dakar Rally. From November 2002 to the end of 2004, Quandt was the head of motorsport at Mitsubishi Motors. At the same time, he began to build up the X-raid Team, which celebrated five victories in the Dakar Rally and won the FIA World Cup for cross-country rallies eleven times.

“With Q Motorsport, we want to break new ground in cross-country motorsport independently of and parallel to X-raid,” says Sven Quandt. “The world is changing and the Dakar must also prove that it can be sustainable and continue to point the way forward. This is exactly what Q Motorsport wants to demonstrate together with Audi.”

Motorsport Communications

Stefan Moser

Tel.: +49 171 4000379

E-mail: stefan1.moser@audi.de

www.audi-mediacycenter.com/en





The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 17 locations in 11 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.845 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of € 55.7 billion and an operating profit of € 4.5 billion. At present, about 87,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.

