



Communications Motorsport

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The “next big Audi” at the DTM

- **40 Audi A1 cars at the “Audi Drive Away” at Oschersleben**
- **Junior Curling Team Germany to visit Audi**
- **Slot car race with Audi “factory” drivers**

Ingolstadt, September 16, 2010 – The “next big Audi” will be one of the stars at the DTM at Oschersleben (September 17 to 19). Before the DTM race starts 40 Audi A1 cars will do a lap around the track.

The Sales Organization Germany of AUDI AG will hand over the premium vehicles from the small car segment to dealers at the **Audi Drive Away**. The lap around the race track on Sunday will be the grand finale of this activity.

The **Junior Curling Team Germany** – the German Junior Champions in 2008, 2009 and 2010 – will be looking over Audi’s shoulders at Oschersleben. The sportsmen **Konstantin Kämpf, Alexander Kämpf, Marc Bastian, Philipp Häckelsmiller** and coach **Marcus Angrick** are paying a return visit to the DTM squad after the racers had completed a training unit at the Ice Sports Center Oberstdorf during their Winter Camp in February.

A race before the race will be contested by the Audi “factory” drivers **Mike Rockenfeller** and **Mattias Ekström** on Saturday night. Together with Rockenfeller’s race engineer **Jürgen Jungklaus** the two drivers with two Audi R8 LMS cars will participate in the “Audi DTM Challenge” – a slot car race to be held at the Audi Team and Media Hospitality.

Michael Dick, Member of the Audi Management Board for Technical Development, will visit the Audi DTM squad at the eighth round held at the circuit in the plains near Magdeburg. Dick has brought Audi’s DTM team good luck on several previous occasions.



Two former Audi DTM drivers will take part in the supporting program at Oschersleben: the multiple Le Mans winners **Frank Biela** and **Marco Werner** will contest the Volkswagen Scirocco R-Cup as guest entrants.

Audi used the opportunity of an “open house” hosted by the public MDR radio and television station Sachsen-Anhalt to present itself to the audience before the race at Oschersleben. The crowd had the chance to see **Markus Winkelhock** and **Oliver Jarvis** as well as an **Audi A4 DTM** in Magdeburg. Autograph sessions, photos with fans, interview rounds and a drawing of admission tickets yet again proved how much Europe’s most popular touring car series stays in touch with the audience.”

The Audi Group sold around 950,000 cars of the Audi brand in 2009. The Company posted revenue of €29.8 billion and an operating profit of €1.6 billion. 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 and of the Audi A4 in early October 2008. 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 58,000 people worldwide, including 45,500 in Germany. Between 2010 and 2012 the Audi Group is planning to invest around €5.5 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 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 newly established Audi Environmental Foundation.