

Audi Tradition

# Anniversary Dates 2021





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25  
years

## Audi A3

Audi launched the Audi A3 at the 1996 International Motor Show. It was a newly developed compact car built on the platform of the VW Golf IV which was not launched until the following year. Initially the A3 was only available as a three-door hatchback saloon with three accessory and trim configurations and four different petrol or diesel engines. Some engine versions could also be ordered with all-wheel drive.

A five-door version was added to the range of models in March 1999 and unveiled at the Geneva Motor Show. The powerful all-wheel-drive Audi S3 topped off the range of models.

This successful design was presented with the “Golden Steering Wheel” and the “Auto Trophy” awards, among others. The A3 stole the show in the Euro NCAP Safety Test in May 1998, winning the most points for the best safety standard.





30  
years

## Audi Cabriolet

Visitors to the 1989 Frankfurt International Motor Show were able to admire the prototype of an Audi Cabriolet at Audi AG's exhibition stand. The tornado-red four-seater car with a white leather trim was developed based on the engineering of the Audi Coupé, which was unveiled one year previously.

A year and a half later, in **March 1991**, the production version made its first appearance at the Geneva Motor Show. The fully open Audi Cabriolet was initially only available with the tried-and-tested 2.3-litre five-cylinder engine; two different six-cylinder petrol engines, two

four-cylinder petrol units and a four-cylinder TDI were gradually added to the range of engines or replaced individual engine specifications as the car was developed.

A lack of capacity meant that towards the end of 1997 production of the Audi Cabriolet was relocated to the Rheine plant of the body-making specialist Karmann. 12,112 vehicles were built there until production ended on 27 July 2000. In total, 71,510 units of the first Audi Cabriolet were constructed.





30  
years

## End of production of Audi quattro

In March 1980, Audi surprised the automotive world at the Geneva Motor Show by introducing an all-wheel-drive Coupé called the “Audi quattro” which was intended to herald a new chapter in automotive history. The idea for this high-performance vehicle with permanent four-wheel drive had evolved during winter testing in Finland in 1977.

This was where the Iltis, an off-road vehicle with all-wheel drive which Audi had developed for Volkswagen, convinced the engineers to pursue this line of development further because of the surprisingly good way it performed on snow and ice. The Audi quattro opened up completely new dimensions for driving stability. This was demonstrated in impressive style in rally racing with two drivers’ and two constructors’ world championships and two German championship titles.

Following two visual and technical product upgrades, in March 1989 the all-wheel-drive coupé, which is now generally referred to as the original quattro, was given a 220 hp five-cylinder, four-valve engine, a regulated catalytic converter and the advanced “second-generation all-wheel drive” with self-locking, torque sensing centre differential.

Two years later, on **17 May 1991**, the last Audi quattro rolled off the final assembly line. To the present day, it remains the longest-manufactured Audi model with production lasting for almost eleven years.





30  
years

## Audi S4

When the Audi S4 was launched on the market in **August 1991**, it was a worthy successor to the Audi 200 quattro 20V. For the first two months the S4 was only available as a four-door saloon, with the estate version following in September 1991.

The four-valve, five-cylinder turbo engine, which was already used in the Audi quattro, Audi 200 quattro 20V and the S2 Coupé, was given another 10 hp in the S4 and now delivered 230 hp to the crankshaft –

this propelled the car to a top speed of 244 km/h, placing it right at the top of the list of the world's fastest saloon cars.

Up until the facelift and the renaming of the previous Audi 100 range to the “Audi A 6”, which also took place in the summer of 1994, the company manufactured 9286 saloons and 4654 estate versions of the five-cylinder model of the Audi S4.





30  
years

## Audi 80 (B4)

In **September 1991**, the fourth-generation Audi 80 hit the market. What looked like a facelifted version of the previous model was in fact a completely new car. The wheelbase and tracking had expanded, the rear axle was replaced with a completely new design. These changes not only allowed a through-loading option in the boot of the saloon car but also made it easier to develop an estate version.

It was launched on the market in August 1992 as the Audi 80 Avant. Production of the B4 saloon ended in summer 1994; the Audi 80 Avant continued to be built until August 1995. Despite the collapse in sales in 1993 and 1994, more than three quarters of a million B4 cars were sold over four years of production, which was a respectable return.







30  
years

## Audi quattro Spyder and Audi Avus quattro concept cars

The Audi quattro Spyder caused a sensation at the International Motor Show in Frankfurt in 1991. The consistent design of an Audi sports car was powered by a 2.8-litre V6 engine fitted across the middle of the vehicle. A tubular frame and aluminium body kept the unladen weight at just 1,100 kilograms, despite the heavy all-wheel drivetrain. Despite the keen level of interest from the public, the car did not progress beyond the display vehicle and another technology platform. Both vehicles today feature in the Historic Vehicle Collection of Audi Tradition.

In October 1991, Audi presented another concept sports car, the Avus quattro, at the Tokyo Motor Show. Its high-gloss body was a clear demonstration of how focused Audi was on embracing lightweight construction and aluminium bodywork. The design was heavily based on the legendary Auto Union streamlined cars which made their racing debut on Berlin's Avus circuit in 1937. This fast mid-engined car was powered by a specially developed W12-cylinder engine with three cylinder blocks designed to deliver more than 500 hp.





35  
years

## Audi 80 (B3)

The 1986 International Motor Show saw the presentation of the third generation of the successful Audi 80 model, the “B3” with a fully galvanized body and a drag coefficient  $c_W$  of 0.29. In this regard, it even beat the previous drag coefficient world champion, the Audi 100 C3. As part of making preparations for production, extensive changes were made to the plant in Ingolstadt. For example, the completely new paint shop was constructed on the northern edge of the plant site.

The most powerful engine available was a 137 hp four-cylinder 16-valve engine; at the other end of the power scale were the naturally aspirated and turbo diesel engines which were available from day one. Five-cylinder units were only available in the higher-grade Audi 90 sister model which had a better specification.

From when it was first sold, the Audi 80 was also available as a quattro model. The Type 89, as it was known internally, remained in production for five years and over this period 1,287,799 units were sold.





45  
years

## Audi 100 (C2)

In **August 1976**, the second-generation Audi 100, a shining example of the angular design school of the era, was presented to the public in Luxembourg. The new model was available as a two-door and four-door saloon, and from 1977 also as a five-door hatchback under the name Avant.

In 1977 the Audi 100 GL SE was the top model in the range. Its five-cylinder injection engine was something new and it captivated with its sound reminiscent of an eight-cylinder unit. 136 hp produced by a 2.2-litre engine propelled the saloon car to a top speed of 190 km/h.





50  
years

# Vorsprung durch Technik

In August 1969, the merger of Auto Union GmbH, Ingolstadt and NSU Motorenwerke AG, Neckarsulm created Audi NSU Auto Union AG. The new company's range of models was characterised by its great technical diversity, for example with reciprocating and rotary piston engines, air and water cooling, front and rear-wheel drive. Hans Bauer, who worked in the Audi NSU Advertising Department, was reflecting in 1971 on how this great diversity could be communicated as a real competitive advantage.

The result was as simple as it was ingenious: Vorsprung durch Technik! Audi's advertising slogan, which is now famous around the world, first appeared in a double-page Audi NSU advertisement in **January 1971**. In the early 1970s, it was frequently used in conjunction with the company's flagship model at the time, the Ro 80 which was built in Neckarsulm. At first it was not always used consistently. For example, there were variations such as "Audi — Ein schönes Stück Technik", which translated as "Audi — A Beautiful Piece of Engineering". From 1982 onwards, "Vorsprung durch Technik" was consistently used with the Audi oval. In 1984 the slogan then shone out resplendently, on what was at the time the largest neon sign in Europe, on a high-rise building right next to the Ingolstadt-Nord motorway exit.

The advertising message was also often kept in its original German wording when used in international advertising, for example in Great Britain or the United States of America. This advertising slogan has enjoyed similar success in the forty years in which it has been used to the famous "And runs, and runs, and runs..." of the parent company Volkswagen.





55  
years

## Last DKW passenger car

The successor to the Auto Union 1,000 was unveiled at the 1963 International Motor Show and hit the market in March 1964: The DKW F 102, hailed as the “Formula of Progress”, was a car with a modern design that was noted for its self-supporting body which for Auto Union was a departure from the separate design of the chassis and body which it had hitherto pursued dogmatically.

But the “Grand DKW” was still fitted with a two-stroke engine. This 1,200 cc three-cylinder unit producing 60 hp was set to be the last passenger car with a two-stroke

engine in the company’s history; for once Volkswagenwerk AG had taken over Auto Union GmbH in December 1964, the end of the production of all DKW two-stroke models was a done deal. Under VW’s stewardship, the four-stroke Audi was unveiled in the slightly modernised guise of the DKW F 102 in autumn 1965.

The last DKW F 102 rolled off the production line on **11 March 1966**. In two years, 46,337 two-door saloon cars and 6,699 four-door models were built.





65  
years

## DKW Electric Schnellaster

Electrically powered road vehicles exercised the minds of the automotive pioneers back in around 1900. However, the electric vehicles' lack of power and range meant they could never seriously rival the petrol-powered cars. There was more cause for optimism from specific applications in which the disadvantages of electric drive were not such an issue. These included in particular municipal transport or deliveries over short distances.

At the end of 1955, Auto Union GmbH in Ingolstadt teamed up with the battery manufacturer VARTA

to start developing a DKW Schnellaster van in which a 4.8 kW electric motor was fitted instead of the two-stroke engine. The range was specified as 80 – 100 km, with a top speed of 40 km/h.

The first electric Schnellaster van was delivered on **23 April 1956** to mark the Hanover Fair. A total of 100 of these electric delivery vans were built and they were mostly used by power companies or on the Frisian Islands where internal combustion engines are not licensed for use.





65  
years

## Start of production of DKW Munga off-road vehicle

From 1953 Auto Union GmbH started work on developing a lightweight off-road vehicle with all-wheel drive. This work was triggered by secret information about the vehicle specification for future German “Armed Forces” which the German Automotive Industry Association had sent to all German car manufacturers in strict confidence.

At the end of 1956, the DKW F 91/4 (the model name stands for “DKW F 91 with four-wheel drive”) built at the Auto Union plant in Ingolstadt was introduced

as the standard vehicle for the 0.25 t. payload class in the newly established German Armed Forces.

In 1962, the DKW off-road vehicle model was given the name MUNGA, which stands for “Mehrzweck UNIVERSal Geländewagen mit Allradantrieb”, translating as “Multi-Purpose Universal Off-Road Vehicle with All-Wheel Drive”. When the orders from the military ran out, production of the last DKW two-stroke model ended in December 1968 with 46,750 vehicles built.





70  
years

## 70 years ago August Horch died

Dr. August Horch, founder of the automotive brands Horch and Audi, died in the German town of Münchberg, Upper Franconia on **3 February 1951**.

August Horch was born the son of a blacksmith on 12 October 1868 in Winningen an der Mosel. After studying at Mittweida Technical College, Horch moved in 1896 to Carl Benz in Mannheim, where until 1899 he worked as the head of the motor vehicle design department. It was there that he oversaw and helped to shape the early days of automotive manufacturing. In the same year, he set himself up in Cologne with a small motor vehicle repair business. He built his first automobile in 1901.

In 1902, he moved his company to Reichenbach im Vogtland and then just two years later he settled on the final location for the Horch plants in Zwickau. In 1909, a row led August Horch to leave the company he had founded and just a few weeks later he set up a second



car plant which in 1910 he named Audi, which was the Latin translation of his family name. In 1920, he gave up his position as Chairman of Audiwerke AG so that he could then continue working as an expert in the field of automotive engineering. When Auto Union AG was established in June 1932, August Horch was appointed to the Supervisory Board of the new company.



Mit den herzlichsten Grüßen bis in  
n r

*August Horch*





90  
years

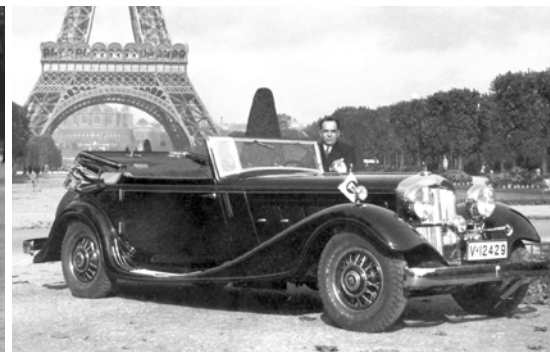
## Horch twelve-cylinder

In autumn 1931, right in the midst of the world economic crisis, the Horch 670 Sport Cabriolet designed by Hermann Ahrens was presented to the public at the Paris Motor Show.

The V12 engine designed by chief engineer Fritz Fiedler exhibited the very best engine technology with supreme smoothness.

The powerful unit produced 120 hp from a capacity of six litres at a moderate 3,500 rpm and impressed with a hydraulic valve-clearance adjuster and a centralised lubrication system which was activated before starting the engine and ensured that oil was supplied to all moving parts and oil pressure was provided instantly during the start-up process.

In total, only 58 Cabriolets were produced, together with 20 twelve-cylinder Type 600 Pullman saloons.



90  
years

## DKW F1

In August 1928, Jørgen Skaftø Rasmussen had acquired a majority shareholding in Audi Werke AG in Zwickau. A misguided model policy had plunged it into the red, and Rasmussen hoped to revive sales with the six-cylinder and eight-cylinder engines which were built under his direction and were now set to be fitted in the large Audi automobiles. But competition from America was strong and the consequences of the world economic crisis from the end of 1929 meant that Audi Werke AG increasingly found itself facing financial problems. A product with greater market appeal was urgently needed to ensure the company's survival. In October 1930, Rasmussen arrived in the Audi design office and ordered that an entirely new

small car should be developed and tested in the shortest possible time. He specified the following design features: DKW motorcycle engine, front-wheel drive and a lightweight steel chassis. The designers were given no more than six weeks to finish the design. They accomplished the seemingly impossible. The DKW front-wheel-drive car had its first test run at the end of November 1930. The DKW F1 was presented at the Berlin Motor Show in **February 1931**. The DKW with front-wheel drive rapidly became a sales success. Various versions went on sale and with seven series it became Auto Union's top-selling model. By the time production ceased in 1942, roughly 270,000 units had been built at the Audi plant in Zwickau.





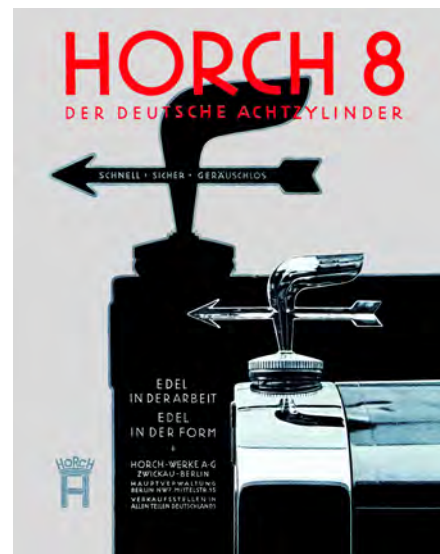
95  
years

## First Horch eight-cylinder

At the Berlin Motor Show in **October 1926**, Zwickauer Horchwerke presented the first German production car with an eight-cylinder engine.

The first Horch eight-cylinder cars had the type designations 303 (long wheelbase) and 304 (short wheelbase). When manufacture of the eight-cylinder cars began, Horch stopped producing the previous models and specialised in the production of luxury vehicles with eight-cylinder engines and for a brief while even twelve-cylinder engines.

The original eight-cylinder inline engine, which was designed by Paul Daimler, son of the automotive pioneer Gottlieb Daimler, and featured cylinders cast in pairs and dual overhead camshafts, remained in production until 1931 and over this time amassed an impressive total of 8,490 engines.





105  
years

## DKW Dampfkraftwagen

In 1916, Zschopauer Maschinenfabrik J. S. Rasmussen began developing a steam-powered motor car which was heavily based on the designs of the American steam-powered car manufacturer Rollin H. White from Cleveland/Ohio.

A tubular steam boiler fitted in the vehicle delivered steam pressure of up to 300 atm. The two-cylinder steam engine was flanged directly onto the rear axle without any gearbox. All development work was stopped in 1921, with two vehicles continuing to operate at the plant until 1923.

All that remained of the steam-powered car project was the registered word mark “DKW”, which was used in the following decades for all two-wheeled and four-wheeled DKW vehicles that had a two-stroke internal combustion engine.





120  
years

## First Horch automobile

August Horch, who was born in 1868 in Winningen an der Mosel, completed his engineering degree and then moved in 1896 to Carl Benz in Mannheim to become head of the motor vehicle design department. Carl Benz was sceptical about the new ideas that Horch was proposing and repeatedly curbed the real drive of his operations manager.

As a consequence of this, in 1899 he set up his own business in in Cologne where he designed his first car that was finished in 1901. The engine was a horizontal two-cylinder unit with two cylinder bores of different sizes which August Horch referred to as his “impact-free engine” thanks to its outstanding mass balancing. One of the first ten Horch automobiles was the Vis-à-Vis model in which the driver and the passengers sat opposite one another.





Motorsports



years

## Seven countries, seven victories

For the 1996 racing season, Audi's Head of Motorsport Dr. Wolfgang Ullrich set the factory team's sights on winning the British Touring Car Championship as well as the championships in Germany and Italy. In addition, the Audi A4 Super Touring cars, with support from the respective importers, competed for the national touring car championships in Belgium, Spain, Australia and South Africa.

The 1996 season turned out to be a phenomenal success for Audi and the quattro drive. Audi secured the national championship titles in all seven countries. There could be no more convincing proof of the superiority of the quattro technology.





Motorsports

30

years

## Audi V8 DTM title defence

The Ingolstadt-based company first entered the German Touring Car Championship with the Audi V8 quattro in 1990. In the very first year, Hans-Joachim Stuck beat off strong competition from BMW and Mercedes to secure the championship title with seven victories.

In 1991 two Audi teams set about defending the title. Hans-Joachim Stuck and Hubert Haupt drove for SMS (Schmidt Motorsport). Frank Biela and Frank Jelinski were signed to drive for AZR (Audi Zentrum Reutlingen). The season culminated in a duel between team-mates in which Frank Biela had his nose ahead and successfully defended the championship title driving the “chauffeur’s car”.





Motorsports

65

years

## NSU speed records

**4 August 1956** – Wendover (Utah, USA)  
NSU Baumm II, H. P. Müller, 50 cc, single-cylinder two-stroke engine with rotary piston compressor, 10 hp at 10,000 rpm, 1 kilometre with a flying start 196.042 km/h

**4 August 1956** – 75 cc, record was set with the smaller 50 cc engine, 1 kilometre with a flying start 196 km/h

**4 August 1956** – 100 cc, downsized single-cylinder Rennfox engine, 14.8 hp, 1 kilometre with a flying start 222.192 km/h

**4 August 1956** – 125 cc, single-cylinder Rennfox engine, 20.4 hp, 1 kilometre with a flying

start 241.610 km/h, 175 cc, record was set with the smaller 125 cc engine, 1 kilometre with a flying start 242 km/h

**4 August 1956 – NSU Baumm IV 250 cc, H. P. Müller**

250 cc two-cylinder Rennfox engine, 43.3 hp, 1 kilometre with a flying start 242 km/h

**4 August 1956 – NSU Delphin III, Wilhelm Herz**  
two-cylinder 350 cc compressor engine, 75 hp, 1 mile with a flying start 339 km/h

**4. August 1956 – NSU Delphin III, Wilhelm Herz**  
two-cylinder 500 cc compressor engine, 110 hp, 1 mile with a flying start 339.404 km/h







Motorsports

65

years

# “Gustl” Hobl runner-up in World Motorcycle Championship and German Champion

In 1952, after the first few races, the 350 cc DKW three-cylinder racer earned itself the nickname “Singing Saw” because of the characteristic sound it made. Riding this powerful and extremely high-speed DKW motorbike, the factory riders Kluge, Wünsche, Hofmann and Hobl managed to secure numerous victories in national and international races from 1952 until the DKW motorcycle racing department was disbanded in 1956. Hobl, who had been with Auto Union since 1949, rode his first race on Ingolstadt’s Donauring circuit in 1951. He was already a licensed rider in 1952, joined DKW as a young rider in 1953, and from 1954 he was a fully fledged member of the DKW factory team. In 1956 he secured the German Championship in the 125 and 350 cc class. Hobl also came second in the World Championship in the 350 cc class in 1956. DKW’s withdrawal from motorcycle racing also meant the end of Hobl’s racing career; he spurned the offer of a contract from Italy and remained working in garage and customer support for Auto Union.





## Motorsports

# 65

# years

## DKW 3=6 Monza records

The fiberglass body of what would become the DKW Monza had been privately commissioned from the car body maker Dannenhauer & Stauss in Stuttgart. The engineering basis for this elegant two-seater car came from the chassis of the "Large DKW 3=6", which was launched in 1955.

In **December 1956**, the slightly modified fifth production model set the 4,000 miles, 48 hours, 5,000 miles,

10,000 kilometres and 72 hours long-distance records for production cars on the Monza race track. The two-seater coupé, which previously did not have a name, was then given the model name DKW 3=6 Monza.

Up until 1958, three car body manufacturers – Dannenhauer & Stauss, Massholder and Schenk – built a small series whose details differed depending on the manufacturer and year of construction.



**Rekorde in Monza**

mit **DKW 3=6**

Die neuen Rekorde:

4000 Meilen	mit 140,839 km/h Dünker 1955/56	in 72-stündiger Vollerfahrt stellen
48 Stunden	mit 140,961 km/h Dünker 1955/56	GUNTHER AHNERT - KARLSRUHE
5000 Meilen	mit 138,656 km/h Dünker 1955/56	HEINZ MEIER - DÜSSELDORF
10000 Kilometer	mit 139,453 km/h Dünker 1955/56	ROBERTO BARAT - LUGANO
72 Stunden	mit 139,453 km/h Dünker 1955/56	GEORG THEILER - ZÜRICH

Neueste Automobilsport-Rekorde der Klasse D bis 1700 cm³ auf der DKW Automobilsport-Kombi-Annahme vom Automobilwerk **DUNLOP** Berlin.

**AUTO UNION**



Motorsports

70

years

## NSU speed records

On **12 April 1951**, the motorcycle racer Wilhelm Herz, riding a 500 cc NSU Compressor racing motorcycle, rode on a section of the Munich – Ingolstadt autobahn and managed to beat the world record (279.5 km/h) which had previously been held by Ernst Henne on a BMW. With a top speed of 290 km/h for the flying kilometre and 286 km/h for the flying mile, he claimed the world record for the Swabian company.

**12 April 1951** – Munich-Ingolstadt autobahn near Holzkirchen, NSU Stromlinie, Wilhelm Herz, 500 cc two-cylinder compressor engine, 110 hp/ 8,000 rpm, 1 kilometre with a flying start 289.603 km/h





Motorsports

85

years

## Winning streak for Auto Union Type C

The Auto Union Type C Grand Prix racing car was the highlight in the development of the racing car based on the 750 kg formula which was designed by Ferdinand Porsche and first raced in 1934.

In 1936, the 520 hp, six-litre, sixteen-cylinder car was the most successful German racing car, winning three of five “Grand Prix”, half the circuit races and mountain races that Auto Union entered.

The meteoric rise to the elite class of Grand Prix drivers of the racing driver Bernd Rosemeyer, who joined the team as a young driver in 1935, is inextricably linked to the Type C. 1936 was to be “his” year with seven victories – including three Grand Prix, winning the European Championship, the German Road Championship and the German Mountain Championship – in the Auto Union car which was not easy to handle.





Motorsports

85

years

## DKW motorcycling successes

The DKW factory team finished the 1936 racing season with four German championship titles and two runner-up positions in the World Championship.



**Ewald Kluge** – German motorcycle champion in 250 cc class, World Championship runner-up in 250 cc class

**Hermann-Paul Müller** – German motorcycle champion in 500 cc class, World Championship runner-up in 500 cc class

**Karl Braun/Erwin Badschig** – German motorcycle champions in 600 cc sidecar class

**Hans Kahrmann/Julius Beer** – German motorcycle champions in 1,000 cc sidecar class

### DKW world records

In the 175 cc and 250 cc classes, Walfried Winkler and Ewald Kluge brought 14 motorbike world records back to Zschopau.

Audi Vorsprung durch Technik



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