



Audi to start its own racing series in China in 2012

- **Audi R8 LMS Cup to launch in China in the 2012 season**
- **16 vehicles of the proven customer sport race car on the grid**
- **Audi Sport customer racing China to coordinate the Cup**

Ingolstadt, December 20, 2011 – Audi will be permanently present in the world’s largest sales market in motorsport as well. Starting in 2012, the Audi R8 LMS Cup as an exclusive one-make racing series will underscore the company’s leading position in the premium segment in China. Audi Sport customer racing China will be responsible for the operational activities.

In 2012, Audi is setting a milestone in China’s still young motorsport tradition. The world’s first exclusive one-make cup for the Audi R8 LMS will be held in the fast-growing Chinese market. In October, with a growth rate of 61.7 percent compared to the same period of the prior year, Audi experienced a new record month in China. The next top performance followed in November, reflecting a 68.8 percent increase compared to the same prior-year month.

The R8 LMS GT3 race car with a power output of 411 kW (560 HP) will be competing at five events, including the internationally renowned circuits at Shanghai and Zhuhai, starting in the second quarter of 2012. Plans are for 16 vehicles of Audi’s customer sport model to be fielded in the one-make cup. The cars correspond to the GT3 version that has scored more than 100 international victories and 13 titles and feature the new Audi PS 1 safety seat as factory-supplied equipment. “The Audi R8 LMS Cup puts our motorsport activities in China on a permanent basis,” says Rene Koneberg, Head of Audi Sport customer racing China. “Audi was a pioneer in the premium vehicle market in China. Now we want to give motor racing in this country a similar impulse.”

Audi Sport customer racing China will be responsible for organizing the one-make cup. This new structure experienced an extremely impressive debut. At the finale of the Intercontinental Le Mans Cup (ILMC) at Zhuhai the race team celebrated a one-



two victory in the GTC class with the Audi R8 LMS. A week later, at the Macau GT Cup, Edoardo Mortara won an extremely challenging city street race in an Audi R8 LMS fielded by the team.

Audi through its Audi race experience China opens up the opportunity to contest races in professional conditions to the motorsport enthusiasts among its customers. The complete packages available to gentlemen drivers include everything a racer needs, from license training and the ready-to-run race car through to the organizational structure.

Audi expects to deliver more than 300,000 vehicles in China in fiscal year 2011. The company is the market leader in the premium segment. "China has meanwhile become a kind of second home to Audi," says Dr. Dietmar Voggenreiter, Managing Director of Audi China. "By entering motorsport we aim to start proving 'Vorsprung durch Technik' on the race tracks of this dynamic country as well."

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The Audi Group delivered around 1,092,400 cars of the Audi brand to customers in 2010. The Company posted revenue of €35.4 billion and an operating profit of €3.3 billion in 2010. In the first half of 2011, the Audi Group sold 652,970 vehicles bearing the four rings worldwide and achieved record figures in terms of revenue (€21.5 billion) and operating profit (€2.5 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, of the Audi A4 in early October 2008 and of the Audi Q5 in July 2010. Production of the new Audi A1 has been running at the Brussels plant since May 2010. The Audi Q3 has been built in Martorell (Spain) since June 2011. 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 60,000 people worldwide, including around 46,600 in Germany. Between 2011 and 2015 the brand with the four rings is planning to invest more than €11 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. Under the heading of "Audi balanced mobility," the Company is directing its activities toward a major goal - comprehensive CO₂-neutral mobility.