

Corporate Communications

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AUDI AG enters alliance with St. Anton ski resort

- **Audi extends its extensive engagement in winter sport**
- **Premium manufacturer applies new marketing approach**
- **Series of events “Legends on the Arlberg” scheduled over coming months**

St. Anton/Ingolstadt – AUDI AG is entering into a novel form of alliance with the community of St. Anton am Arlberg, a famous ski resort in the Tyrol province of Austria. Under the slogan “Live sporty.” numerous activities are planned. The handing over of three Audi Q7 models to the community today marked the project’s official start.

Audi and the legendary Tyrolean ski resort are united in their passion for winter sport. The creator of quattro all-wheel drive has been the sponsor of the German Ski Federation for over two decades and partner of the winter athletes in the Austrian team since 2007. For the past five years, the premium manufacturer has not only given the Audi FIS Ski World Cup its name, it has been a partner of the races that form one of the highlights in the St. Anton skiing calendar. The community on the Arlberg mountains and the brand with the four rings will in future be joining forces the whole year round.

“St. Anton is a winter sports mecca that attracts visitors from all over the world. The World Cup races clearly demonstrated the immense passion for the sport that is shared by Audi and the people of St. Anton,” explains Peter Schwarzenbauer, Member of the Board of Management of AUDI AG Marketing and Sales.



“This provides a solid basis for this unusual alliance between a car manufacturer and a community. A stimulating idea which we are both keen to promote.”

To mark the launch of the alliance, three Audi Q7 models were presented to St. Anton’s representatives: “We are very much looking forward to cooperating together, and hope to inspire our visitors with our common passion for winter sport,” remarks tourism board director Martin Ebster. “Far-reaching synergy effects can be derived from the sporting image of both brands. The very presence of the four Audi rings gives a boost to our marketing activities.” The Audi models will in future form the official St. Anton fleet that will take the town’s representatives to trade shows and accompany them at local crowd-pulling events. In return, St. Anton will strengthen Audi’s presence in the province with advertising space as well as an interactive installation in the heart of the town.

Over the coming months, community and sponsor have a host of events in store. There is the “Legends on the Arlberg” series, for example, in which celebrities whose roots are in St. Anton will meet key figures from Audi’s past. This will include the proprietor of the “Arlberg Hospiz” and hotelier extraordinaire Adi Werner encountering with Audi motor racing legend Hans-Joachim Stuck.

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Photos and further information are available at www.audi-mediaservices.com/en.

AUDI AG sold a total of 964,151 cars in 2007 and thus achieved its twelfth consecutive record year. With revenue of €33,617 million and profit before tax of €2,915 million, the company attained its best figures ever. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). At the end of 2007, production of the Audi A6 started in Aurangabad, India. The company is active in more than 100 markets worldwide. AUDI AG’s wholly owned subsidiaries include Lamborghini S.p.A. in Sant’Agata Bolognese, Italy, and quattro GmbH in Neckarsulm. Audi currently employs around 54,000 people worldwide, including 45,000 in Germany. The brand with the four rings invests more than €2 billion each year in order to sustain the company’s technological lead embodied in its “Vorsprung durch Technik” slogan. Audi plans to significantly increase the number of models in its portfolio by 2015, from the 26 currently on offer to 40.