

Corporate Communications

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Audi Day: a glimpse behind the scenes

- **Open house at around 600 Audi dealerships**
- **More than 500,000 visitors throughout Germany**
- **Premier of the Audi TTS and Audi RS 6 Avant at dealers**

Ingolstadt – More than 500,000 visitors took a look behind the scenes at their local Audi dealership during Germany’s first nationwide Audi Day on Saturday 31st May. Round about 600 Audi dealers took part in the “Efficiency and Sportiness” event. The new Audi TTS and RS 6 Avant models were presented at dealerships for the first time.

As a special offer on this day, Audi dealerships conducted free used-car assessments and gave out the appropriate environment sticker – also for free – for each car. During tours of the Audi workshops, guests were able to see Audi’s high technical standards for themselves and witnessed the inner workings of their Audi dealer.

The day was rounded out with an interesting program of events and a big prize game. Many dealerships also offered special conditions for various services and items, such as for an air conditioning check or when purchasing a used Audi model.



The highlight was the premier of the new Audi TTS and RS 6 Avant models at many Audi dealerships. Visitors were able to take a close-up look and a test drive in these top models – as well as the other Audi models.

“The great response from the guests and the willingness of the participating Audi dealers shows once again that behind the Audi brand, there’s a highly motivated team,” said Dietmar Schnepf, Head of Service for Germany at AUDI AG.

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Photographs and additional 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.