



Anniversary dates 2019





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20
years

Le Mans

On December 13, 1998, Ingolstadt announced that in June 1999 AUDI AG would take part for the first time in the legendary 24-hour race of Le Mans. The R8 racing sports car competed in the prototype category. The decision was made early to enter an open car. The Joest team together with Audi Sport conducted the operation in France. Third and fourth places led straightaway to the winners' podium at this premiere.

Between 1999 and 2017 the Ingolstadt car maker competed 17 times along the Sarthe with the Audi R8, R10 TDI, R15 TDI Plus, R18 and R18 e-tron quattro and won 13 victories in the world's most famous long-distance race.





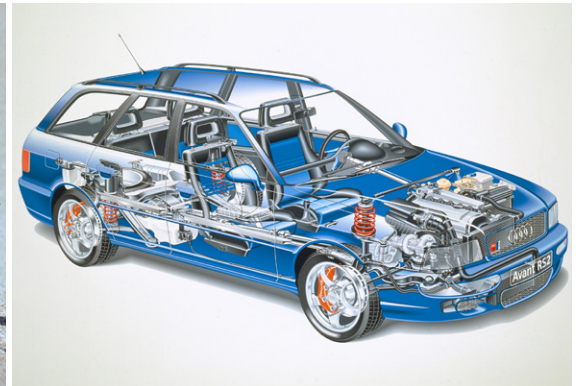
25
years

Audi Avant RS 2

In 1994 Audi dealers began making available to customers the high-performance station wagon developed by Porsche on the basis of the Audi S2 Avant; in the preceding year the vehicle was already on view at the International Motor Show in Frankfurt. Modifications to the engine control unit, turbocharger and charge air cooler as well as an optimized exhaust system increased the engine output of the 2.2-liter five-cylinder engine to 315 hp (232 kW). Combined with a densely graduated six-speed manual transmission, this value guarantees acceleration to 100 km/h (62.1 mph) in just 5

under seconds. The non-governed maximum speed is 262 km/h (162.8 mph).

Priced at just under DM 100,000, production of the Audi Avant RS2 began in 1994 at Porsche in Zuffenhausen as part of the manufacturing network including the Audi Ingolstadt plant. Over two years of production, altogether 2,908 Audi RS2 Avant units rolled off the assembly line, instead of the planned 2,200, to establish the tradition of RS high-performance models.





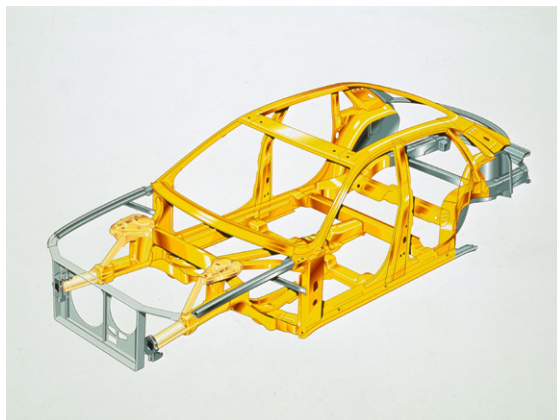
25
years

Audi A8

In March 1994 AUDI AG presented its latest model in the premium segment at the Geneva Motor Show – the Audi A8. With this special vehicle Audi once again demonstrated its innovative performance in the field of automotive engineering. It was the first time in the company's history that a car made entirely of aluminum was manufactured in series production. The "Audi Space Frame" (ASF) formed its basis. The body frame structure comprised individual aluminum extruded sections joined together by die-cast nodes.

In the resulting body cell the technicians integrated large-area and co-bearing aluminum sheet metal plates. Besides the welding and bonding technologies, punch rivets also served as joining elements for the first time in automotive construction.

The Audi A8 was initially available as a quattro with a 4-2-liter V8 engine and an output of 220 kW (300 hp). Customers also had the option of a front-wheel-drive version with the 2.8-liter V6 engine (128 kW/ 174 hp).





25
years

Audi 80 Competition

In 1994 Audi launched a special fourth-generation of the Audi 80, limited to 2500 units. The Audi 80 Competition displayed the front of the Audi S2, with a pronounced spoiler lip and additional air inlets. A voluminous aluminum rear spoiler provided propulsion at the rear; permanent all-wheel drive brought the power of the 140 hp 16-valve engine to the road with zero slip. The road variant served as a homologation model for the Audi 80 Competition used in the Super Touring Car Cup.

In 1994 Emanuele Pirro started for Audi in his native Italy and – as support for Frank Biela – in Germany as well with the Audi 80 Competition. The former formula 1 driver succeeded in straightaway winning the Italian championship. In 1995, he repeated his success in Italy with the Audi A4 STW now in service, and finally, in 1996, even became German Champion.





25
years

Audi A4

In October 1994 Audi presented the Audi A4 as the successor to the Audi 80 model series. Brought to series-production readiness in a record time of 26.5 months, the new model was a great beacon of hope for Audi during that time of economic instability. The steepest production start-up in the company's history exceeded all expectations by far. In addition to the employees' dedication, the consistent implementation of simultaneous engineering in development and series production preparation was especially important in making this success possible.

At its market launch in November 1994, the Audi A4 sedan was available in six different engine versions and in vier quattro versions. Despite innovations such as the four-link front suspension and five-valve gasoline engines, Audi managed to reverse the weight spiral. In all its variants, the A4 was significantly lighter than the predecessor model. Customers were convinced of its merits, and the A4 became the volume model of AUDI AG.





30
years

Audi 90 IMSA-GTO

Following a victorious year in the US TransAm racing series, Audi entered the GTO category of the IMSA series in 1989. The championship of the IMSA (International Motor Sports Association) belonged to the three most important motor sport championships in the US and Canada. Two teams started with drivers Hans-Joachim Stuck and Walter Röhrl on the one hand and Hurley Haywood and Scott Goodyear on the other.

Of the altogether 15 races, Audi completed only 13, but winning not less than seven, to take second place overall.

Stuck and Audi missed winning the championship for driver and brand only because they had not taken part in the long-distance races in Daytona and Sebring at the start of the season.





30
years

Audi Cabriolet Concept Car at the Frankfurt International Motor Show

The concept car of the first Audi Cabriolet celebrated its premiere at the **Frankfurt International Motor Show in 1989**; the show car employed the floor assembly and mechanical components of the Audi Coupé with front wheel drive, first presented in the fall of 1988. Especially noteworthy about the Cabriolet concept car was its belt-integral seat. Rigid backrests and guided seat belts installed in the seats themselves guaranteed the best possible protection in the open vehicle, even with no roll bar. To be sure, the special seats required a tremendously reinforced floor assembly and special seat rails.

The thoroughly positive reception by the Motor Show public and trade press as well as a persisting trend towards open cars led in the late fall of 1989 to the Audi Management's decision to start series production of the open Audi 80.

The thoroughly overhauled production version of the Audi Cabriolet appeared at the Geneva Motor Show in March 1991 and arrived at VAG dealerships in the late summer of 1991.



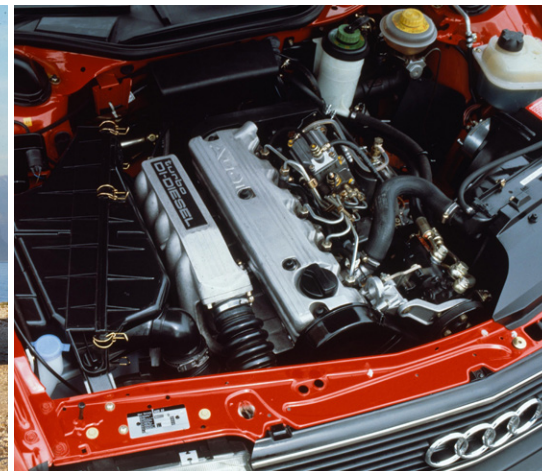


30
years

Audi turbo diesel with direct injection (TDI)

In fall 1989 the Ingolstadt team presented the Audi 100 with the 2.5-liter five-cylinder TDI engine at the Frankfurt International Motor Show, with Audi thus revolutionizing the use of diesel engines in passenger cars. After more than 13 years of developmental work, the Audi technicians succeeded in applying

diesel direct injection systems, hitherto common only among trucks, in passenger car diesel engines as well. In combination with an exhaust turbocharger an extremely low-loss combustion process became possible, resulting in extremely economical fuel consumption.



35
years

Audi Sport quattro

The Audi Sport quattro was presented at the Frankfurt Motor Show in September 1983. The "Little Guy," as it was often lovingly called, abounded with high-performance technology. With 225 kW/306 hp, it was the most powerful German production car of its day. The developmental engineers had managed to strike a balance between a pure sports car with breathtaking performance data on the one hand and a reliable road vehicle that could also easily move through rush-hour traffic on the other hand. The body of the Sport quattro consisted of aramid and glass-fiber reinforced plastic as well as carbon fiber/



Kevlar compounds, and was manufactured by the Baur body company in Stuttgart, owing to the small number of units. The Swiss company Seeger + Hoffmann supplied the corresponding body plastic parts.

The Audi quattro with permanent all-wheel drive presented at the 1980 Geneva Auto-

mobile Salon triggered the all-wheel drive vehicle wave throughout the world and revolutionized international rally events beginning in 1981. To keep the rally competition at bay also in the long term, in summer 1982 Audi in Ingolstadt began developing a quattro with shortened wheelbase and a dual camshaft engine with four valves per cylinder. For running such a vehicle in rally group B, however, international sporting law required construction of a series of at least 200 units beforehand.

The necessary 200 units of the Sport quattro were completed on April 26, 1984. Since sales to private customers were to begin in full swing only afterwards, the cars had been built in advance. Four colors were accordingly agreed upon: tornado red, Copenhagen blue, malachite green and alpine white.

But no rules without exceptions: two units of the Sport quattro were made in black – for the then Chairman of the Board, Ferdinand Piëch.



35
years

Rally championship title for Stig Blomqvist and Audi

In late 1982 Stig Blomqvist together with his co-pilot Björn Cederberg joined the Audi rally team. He won the San Remo Rally at his very first race for the Ingolstadters. Following his pertinent experiences with front wheel drive (Saab 96) and rear-wheel drive vehicles (Ford and Talbot), the taciturn Swede was incredibly quick to switch to the four-wheel drive Audi quattro. **1984 became "his" year:** After his victory

in the Ivory Coast Rally in November, Blomqvist had the drivers' world championship under his belt. With a final tally of 125 points, he landed way ahead of his Audi teammate Hannu Mikkola, who with 103 points became the runner-up.

Audi also clearly dominated the brand championship with 120 points, ahead of Lancia with 108 points.





35
years

Harald Demuth: German rally champion in the Audi quattro

At the International Sachs Baltic Rally, the 9th race for the **1984 German Rally Championship**, Harald Demuth and his Belgian co-driver Willy Luy won the title of German Rally Champion very early on. For Demuth this was, after 1982, the second championship with an Audi quattro prepped by Schmidt Motorsport (SMS).

Previously, in 1979, Demuth had completed a test year and in 1980 had driven an Audi 80 GTE in the German Rally Championship as part of the newly

established Audi Team. From 1980 on, he was a member of Cadolzburg's SMS team, driving an Audi 80 and an Audi Coupé on the rally tracks; when in 1982 SMS was able to use an Audi quattro, Harald Demuth switched to the four-wheel drive A1 and won his first championship, with Arwed Fischer as co-driver. The evolved rally quattro – the quattro A2 – carried him unrivaled to his second championship in 1984, following mishaps in the previous year's season.





50
years

Audi NSU Auto Union AG

In December 1964 VW AG took over the business shares of Auto Union GmbH. In early 1969 a second subsidiary, NSU Motorenwerke AG, joined the Volkswagen Group. Subsequently, **on March 10, 1969**, a merger agreement between the two subsidiaries, Auto Union GmbH and NSU Motorenwerke AG, came

to pass. In an extraordinary general meeting of NSU AG the shareholders agreed to the merger retroactively from January 1, 1969. The new corporation henceforth called itself Audi NSU Auto Union AG.





50
years

Audi 100 Coupé S

In **September 1969** AUDI AG presented the Coupé version of the Audi 100, based on the Italian design style of that time, at the Frankfurt Motor Show. The market launch of the Audi 100 Coupé S would follow just one year later.

Wider tires, a height-adjustable steering column, internally vented disk brakes in front and higher-quality interior equipment were some of the details that differentiated the four-seated fastback version from the ordinary Audi 100 sedan.

Originally equipped with a dual carburetor system, the Audi 100 Coupé S received in fall 1971 a single

carburetor system for optimizing exhaust characteristics, with practically no loss in engine output. Besides the typical 1970s signal colors, metallic colors proved also popular with Audi 100 Coupé S customers.

Until production ceased in 1976, the Coupé underwent all the technical and visual facelifts of the sedan model series. That's why the late model series appear more "angular", adapted in style to the Audi 80. With a total of 30,687 units, the Coupé remained a car for individualists compared with the Audi 100 sedan, and very soon attained a cult status.





55
years

Takeover of the Auto Union GmbH by Volkswagenwerk AG

1964 became a crucial watershed for Auto Union in Ingolstadt. In an extraordinary shareholders' meeting on December 16, 1964, members resolved to increase the share capital from DM 80 to DM 160 million. At the same time, the takeover of 51 percent of the capital by Volkswagenwerk AG, already prepared in October of that year, received the required consent. Officials thus initiated the gradual takeover of

Auto Union GmbH from Daimler-Benz AG (previously the sole shareholder) by Volkswagenwerk AG. The takeover went into effect on January 1, 1965. The takeover of the remaining shares from Daimler-Benz followed in further stages. From November 1, 1966, Auto Union GmbH was a 100% subsidiary of VW.





60
years

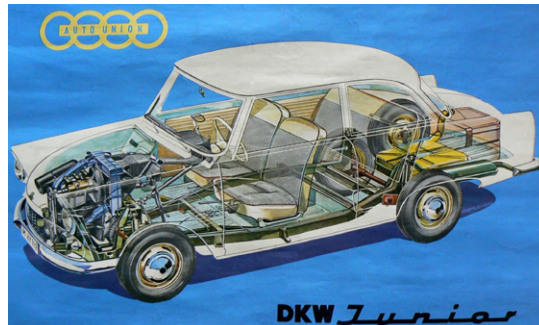
DKW Junior

In July 1958 the cornerstone for a new automotive plant of Union GmbH was laid in the outskirts of Ingolstadt. The shell construction as planned by the Kohlbecker architecture firm had already been completed in December of that year.

On August 20, 1959, barely a year after the start of construction, series production of the DKW Junior began in the (internally so-called) "New Plant". The model's history began in 1957 with the "DKW 600," a compact prototype that Auto Union presented as a sensation at the 1957 Frankfurt International Motor Show. The prototype displayed in Frankfurt was un-

finished in many respects. Following the takeover of Auto Union GmbH in March 1958, technicians of the new parent company, Daimler-Benz AG, also turned their attention towards making the compact car ready for production.

On August 18, the Junior was presented to the media in Wiesbaden. Two days later, the DKW dealers picked up their demonstration vehicles in Ingolstadt. In September 1959, two years after the presentation of the prototype, the DKW Junior entered the spotlight at the Frankfurt International Motor Show.





60
years

New Plant

In July, 1958, ground was broken for the construction of a totally new plant for Auto Union GmbH on the outskirts of Ingolstadt. By December of that year work had already been completed on the body shop. Production of the DKW Junior began in summer 1959.

In the years that followed, it became possible to phase out the old and in part inadequate production sites in the center of Ingolstadt. In 1962 the Auto Union plant in Düsseldorf, where until October 1961 production of the DKW 1000 series passenger cars had proceeded in parallel, was sold to Daimler-Benz. The

entire Auto Union production was now concentrated in Ingolstadt.

The decision in favor of the Ingolstadt location did not make things easy for Auto Union Management. For a long time new construction in Zons on the Rhine had been favored. It was thanks in no small part to the Ingolstadt works council chairman of many years, Fritz Böhm, that Ingolstadt ultimately beat the competition.





70
years

Establishment of Auto Union GmbH, Ingolstadt

The political situation in Germany during the early post-war years led to the seizure of Auto Union AG in Saxony by order of the Soviet Military Administration. Auto Union AG was deleted from the Commercial Register of the City of Chemnitz. Since this order had no validity in the three western occupation zones, however, a subsidiary of Auto Union AG could emerge in Ingolstadt in November 1948. The legal situation not being wholly clear, a second Auto Union was founded

on **September 3, 1949**, as a limited liability company (GmbH), which legally speaking was independent of the Auto Union as a public limited company (Aktiengesellschaft). Production of DKW delivery vans began in Ingolstadt as early as August of that year; in November Auto Union GmbH commenced production of the DKW RT 125 motorcycle.



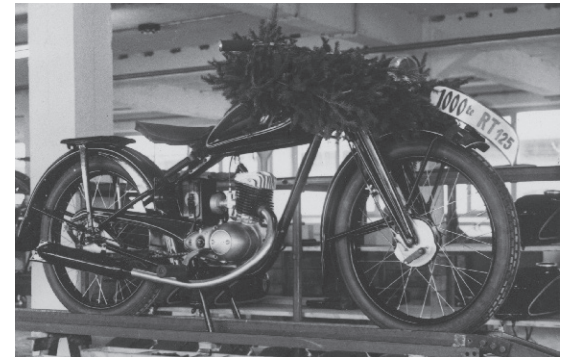


70
years

DKW Schnellaster and RT 125 W

On September 3, 1949, Auto Union GmbH was established in Ingolstadt as a production company. Production of the DKW Schnellaster had already begun in Ingolstadt in August of that year; in November Auto Union GmbH commenced production of the DKW RT 125 motorcycle.

The DKW Schnellaster F 89 L stood for the new beginning of Auto Union in West Germany after the war. It was the first model from Auto Union after the Second World War and the first car to be produced in Ingolstadt. The design of the F 89 L devised by



Horch engineer Kurt Schwenk with a pioneering front-control construction was based on the proven pre-war technology, with front wheel drive and a transversely mounted two-cylinder two-stroke engine. The reliable and uncomplicated delivery van was available in different body versions, ranging from the platform or panel van to the livestock transporter and even luxury bus. The F 89 Schnellaster was a typical product of its age. Created during the hardships of the early post-war years, this vehicle was geared to the needs of the reconstruction period in Germany.



In late 1949, Auto Union GmbH launched its first motorcycle on the market: the DKW RT 125 W. This model was in fact an old acquaintance, for the RT 125 had already been developed in 1939 at the former DKW plant in Zschopau and during the war years was built both for export and for the Germany Wehrmacht.

Since production of the same model, under the designation IFA RT 125 (IFA = *Industrieverwaltung Fahrzeugbau* [Vehicle Construction Industrial Management]), had also resumed at the Motorcycle Plant, now a nationally-owned enterprise in Saxon Zschopau, the model from Ingolstadt received the suffix "W", indicating its origin in West Germany.

Externally, the RT 125 from Ingolstadt was distinguished from the pre-war model by its somewhat more rotund tank. Otherwise, with its girder fork and elastic band suspension, two-stroke engine with 4.75 hp and foot-operated three-speed transmission it basically corresponded to the model already conceived before the war.



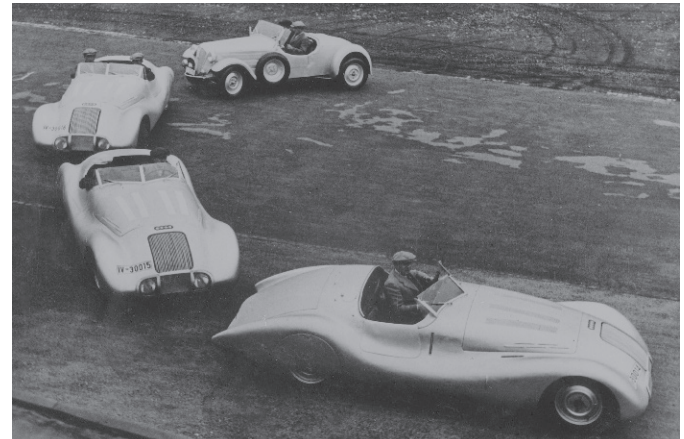


80
years

Wanderer category victory at the Liège – Rome – Liège Rally

For the long-distance Liège – Rome – Liège course, with a length of 4530 km (2814.8 mi) one of the most demanding European long-distance trips of its day, Auto Union developed a special sports car in 1938. The chassis of the Wanderer W 25 carried a two-liter inline six-cylinder sport engine and a aerodynamically optimized light-metal body. Three carburetors and sport camshaft brought the engine to 68 hp, enough to accelerate the nearly 900 kg (1984.2 lb) sports car to 160 km/h (99.4 mph). The new model was not yet able to score points when first used in summer 1938 – the lead Wanderer had to drop out due to a technical defect at a pennyworth part 30 kilometers (18.6 mi) before the finish line.

On August 16, 1939, Auto Union again entered the rally in Liège, this time with three streamlined vehicles and a two-seated special sports car. The Wanderer team victoriously completed the marathon event in the team score to receive the "Designer's Coupé" award.





80
years

Final Grand-Prix victory of Auto Union

Two days after the outbreak of the Second World War, Tazio Nuvolari, regular driver at Auto Union since 1938, won the last pre-war Grand-Prix race in Belgrade on **September 3, 1939**. Along the narrow urban course, "the flying Mantuan" pushed the Auto Union Type D to an average speed of 130.7 km/h (81.2 mph). The "Grand Prix of Belgrade" marked the end of an era in Grand-Prix motorsport, during which Auto Union chalked up 24 wins in 61 circuit races and 18 wins in 22 hill climbs.

Nuvolari's racing car corresponded to the development level of the Auto Union Type D of the three-liter formula. The dual compressor engine with a plain-bearing mounted crankshaft delivered 485 hp at 7000 rpm and a torque of 56 mkg (405.0 ft-lbf) at the crankshaft at 4000 rpm. The maximum design speed was as much as 330 km/h (205.1 mph), depending on the axle ratio.





85
years

Auto Union Grand-Prix Racing Car

Following the establishment in 1932 of Auto Union from the merger of Audi, DKW, Horch and Wanderer, a way was sought to publicize the new corporate name and the new brand symbol with the Four Rings on the international level. Auto Union commissioned Ferdinand Porsche to develop a racing car. The design was as sensational as it was trend-setting. A 4.4-liter six-cylinder mid-engine with compressor and an output of 295 hp was placed directly behind the driver, giving the car an unusual appearance with its short front end. The first car was completed in fall 1933, and tested by engineers the first time in November, on the Nürburgring.

The Auto Union racing car made its official debut with Hans Stuck at the controls **on March 6, 1934**, on the AVUS in Berlin. By the end of the day three new world records were set. Just a few months later, on May 27, 1934, the

racing car made its debut in international motorsport on the occasion of the International Avus Race. From then on, the Grand Prix cars from Auto Union and Mercedes-Benz dominated international racing.





125
years

Carl Hahn is born

Carl Hahn was born in Nove Hradý (formerly Grätz, in Bohemia) on **March 4, 1894**. His introduction of modern sales and marketing strategies played a crucial role in the successful development of the Zschopauer Motorenwerke during the 1920s. As a member of the board of management of Auto Union AG, he focused mainly on the successful marketing of the DKW products, which in the 1930s made up the high-volume models of the Auto Union.

After the Second World War he became one of the most important pillars in the reconstruction of the Auto Union in West Germany. For health reasons, Dr. Hahn left Auto Union GmbH on June 30, 1957. He died on June 5, 1961 in Le Zoute (Belgium).





125
years

Klaus Detlof Baron von Oertzen is born

Born on April 13, 1894, in Hohensalza in the province of Posen, Klaus Detlof von Oertzen began his business career in the tire industry following the First World War. In 1928 he joined the board of management of Wanderer Werke AG as Director of Sales for the Automotive Engineering business unit. He played a substantial role in founding Auto Union AG in 1932, serving as member of the board of management until 1935. Von Oertzen is considered the father of the Four Rings symbol. After 1935 he developed the export organizations of Auto Union AG in South Africa, Asia and Australia. In the same region he served as Managing Director of the Export Division of Volkswagenwerk AG from 1950 to 1955 and afterwards as a consultant for Volkswagen companies in Africa and Asia. Klaus Detlof von Oertzen died on July 25, 1991, in Pully-Lausanne on Lake Geneva.





150
years

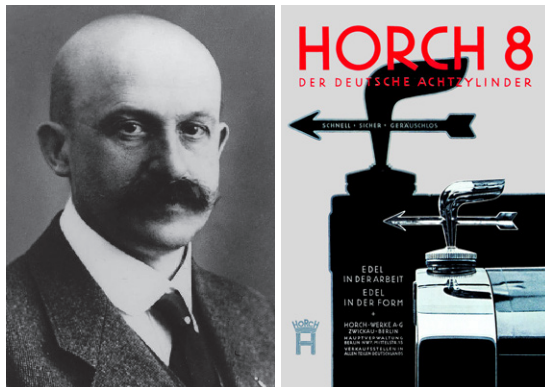
Paul Daimler is born

Paul Daimler was born as the first child of Gottlieb Daimler in Karlsruhe on **September 13, 1869**. His father's activities indicating the path of life he was to take, Paul Daimler studied Engineering at Stuttgart Technical University. By 1897 Paul Daimler was already working in his father's company, Daimler-Motoren-Gesellschaft in Bad Cannstatt. In 1902 he advanced to the position of Chief Designer and Technical Head of Austro-Daimler in Wiener Neustadt, of which he was a personally liable partner. Between 1907 and 1922 Paul Daimler served as Technical and Design Head of

Daimler-Motoren-Gesellschaft in Berlin-Marienfelde and Sindelfingen.

On July 1, 1922, Daimler moved as Technical Director to the Argus Motorenwerke in Berlin, whose main shareholder, Moritz Straus, also owned the majority of stock in Horchwerke AG of Zwickau. Daimler overhauled the outdated Horch model line and in 1926 developed an inline 8-cylinder engine for Horch. This compact engine featured a dual overhead camshaft, jointly casted cylinder pairs and outstandingly smooth running. It became the basis of a whole family of engines and laid the foundation for the Zwickau company's specialization in 8-cylinder engines. By the time Daimler retired in 1928, over 7000 Horch eight-cylinder units had been built.

From 1928 on, Paul Daimler continued working as an advisory engineer and consultant in Berlin, where he died on December 15, 1945, at the age of 76.





Motorsports



years

Werner Haas: World Champion in NSU Rennmax

The 1954 racing season saw no match for the power-enhanced and fully encased edition of the 250 ccm NSU Rennmax. Double world champion Werner Haas made this superiority abundantly clear. His triumph in the "Netherlands Grand Prix" in Assen on July 10, 1954, awarded him the maximum number of points, making him World Champion in the 250 ccm category at an early stage.

NSU took its leave with an impressive racing tally in the 1954 season, though the victory was overshadowed by the Rupert Hollaus death in Monza. It would be the last racing season for the Neckarsulm team. In late 1954 NSU's Board of Management announced their pullout from motorcycle racing.

NSU titles in 1954

- Motorcycle World Championship in the 125 ccm category
- Motorcycle World Championship in the 250 ccm category
- German Championship in the 125 ccm category
- German Championship in the 250 ccm category
- German Championship in the 350 ccm category





Motorsports



years

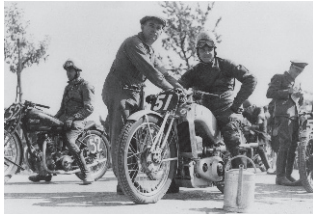
Six-Days Competition in Garmisch-Partenkirchen

The first International Six-Days Competition held in Germany began on **August 27, 1934**, in Garmisch-Partenkirchen and ended with a final race in Füssen on September 2. At this event DKW won the gold, silver and bronze medallions in all categories, as well as the Silver Vase and gold medallion team awards.



Motorsports

Other DKW motorcycle data



Motorsports 85 years – 1934

DKW 250 ccm, Walfried Winkler German Champion and German Mountain Champion
DKW 500 ccm, Otto Ley German Champion,
Kurt Mansfeld German Mountain Champion
European Championship of the F.I.C.M in the category of up to 250 ccm
World record in the categories of up to 125 ccm, 175 ccm and 250 ccm

Motorsports 80 years – 1939

Victories in the German Grand Mountain Prize in the 250 and 500 ccm categories
European Championship of the F.I.C.M in the categories of up to 250 and 350 ccm
German Motorcycle Championship in the categories up to 250 ccm and 350 ccm



Motorsports 65 years – 1954

Six-days competition in Wales
175 ccm category: gold, silver and bronze for DKW
250 ccm category: gold and bronze for DKW



Audi Tradition
Auto Union GmbH
85045 Ingolstadt

www.audi.de/tradition
www.audi.de/museummobile
www.audi.de/tradition-parts