

Audi driving experience

Summer programme 2015



>> Markus Winkelhock

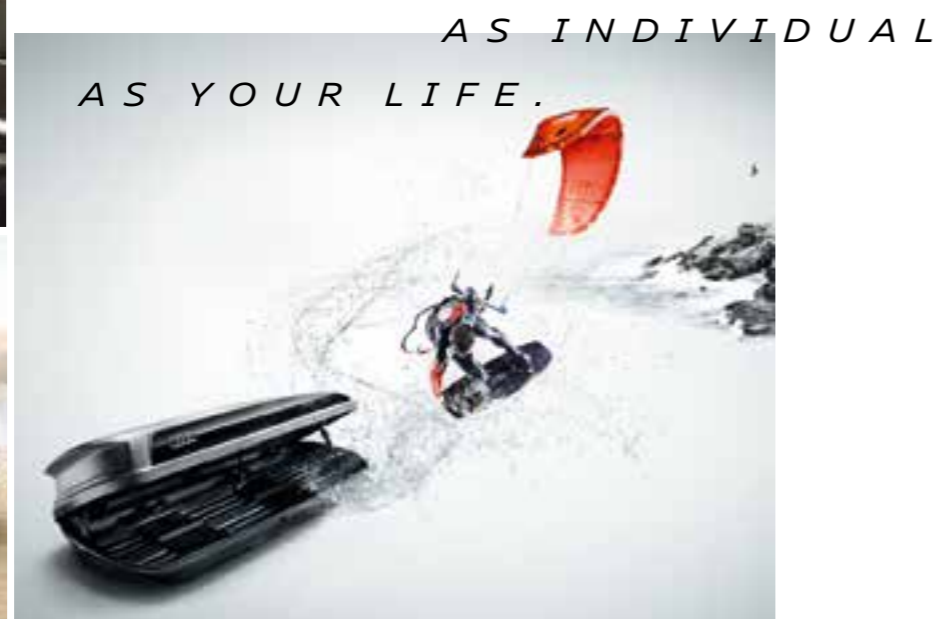
Pass on my experience from motorsport

>> TKL Motorsport

The team within the Audi driving experience team



Audi Genuine Accessories



The automotive and motor construction tradition at Audi goes back to the 19th century. So it should come as no surprise that such a global brand with more than a century of experience is expected to meet high standards – standards not only in the building of high-performance vehicles, but, above all, in proving the quality of Audi in every detail.

Audi Genuine Accessories is an expression of the Audi commitment to quality, both in terms of outstanding functionality and the high value of the products. But also when it comes to the creativity involved during development, the high production standards and the numerous tests, which are just as important for Audi Genuine Accessories as they are for every Audi vehicle. For Peter Lemke, Designer for Audi Genuine Accessories, the standard by which Audi acts has likewise become his approach: “Essential for the credibility of the accessories is that we understand and respect the basic design of the vehicle.”

This means that Audi Genuine Accessories are never seen as foreign objects inside or outside the vehicle – the products integrate harmoniously into the overall appearance of the car. Take, for instance, the ski and luggage box. It not only offers additional storage space, but its design also perfectly complements the car.

Speaking of design: the Audi alloy wheels are a true eye-catcher thanks to their elegant, multilayered finish. At the same time, the many communication options from Audi Genuine Accessories appeal to all the senses – with a diverse range of integration possibilities for many standard media players, offering continuous access in the car to favourite songs.

And for those who lose themselves in the music, the navigation updates quickly get them back on track. But the driver is not the only one to benefit from individual solutions – the passengers do too. The ergonomic Audi child seats, for example, are available in various versions to meet the needs of the child’s age and weight. Safety and comfort are also essential for shopping bags and luggage: many intelligent ideas from Audi Genuine Accessories ensure tidiness and protect against soiling.

It’s noticeable that Audi is not solely a car manufacturer, but offers products that go beyond simply moving from A to B. The fact that these look as though they come from a single mould is summarised by Peter Lemke with the words: “Each part that features the four rings has to do justice to everything that makes Audi so special.” This very philosophy explains why such high standards are placed on Audi and its accessories.

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Let the 2015 summer season begin



A warm welcome to the 2015 summer season of the Audi driving experience. Awe-inspiring landscapes, outstanding training grounds, sporty Audi models and, last but not least, a professional and motivated team are all awaiting you – come and savour the thrills of the Audi driving experience! Sense the exhilaration of dynamism and passion. Feel the beat of the brand's pulse.

Find out more and read up on the world of the Audi driving experience with interesting reports on Markus Winkelhock or on our TKL Motorsport racing team – and why individual training is always the right choice.

Audi driving experience is getting the 2015 summer season off to a typically exhilarating and fascinating start with a comprehensive programme of courses. The **R8 exclusive experience** in Neuburg an der Donau is a new addition to the programme while the **Licence training** is offered again as part of Audi race experience.

Audi improves the participants' personal driving skills, allowing them to heighten their driving potential. The most important benefits are improved road safety, more driving pleasure and an even more intensive appreciation of the dynamic possibilities facilitated by the Audi models.

Audi driving experience provides a wide range of driver training courses – from **Audi training experience** to **Audi sportscar experience**, where intensive experience training courses are offered on internationally renowned racetracks. Or line up for **Audi race experience**, where a world of possibilities opens up to you – even including active racing.

Audi tour experience section features amazing discovery tours as well as inspirational brand experiences.

Audi individual experience gives you the opportunity to tailor the course to your very own needs: Audi customises its course to the participants' individual wishes.

So, enter the fascinating world of Audi driving experience, full of unique experiences and unforgettable moments. All the training programmes comply with the same high level of quality. And this is just one of the reasons why Audi driving experience is one of the most successful providers of courses aimed at driving safety and fun at the wheel.

**Welcome to dynamics, passion and fascination.
Welcome to Audi driving experience.**

>> Audi driving experience

>> Spotlights

>> Audi driving experience center officially opened in the presence of Prime Minister Seehofer



In the presence of the Prime Minister of Bavaria, Horst Seehofer, Prof. Rupert Stadler, Chairman of the Board of Management of AUDI AG, Prof. Dr. Ulrich Hackenberg, Board of Management Member for Technical Development of AUDI AG, and Peter Mosch, Chairman of the General Works Council of AUDI AG, opened the 47-hectare site on 30 August 2014.

Under one roof, the complex accommodates the Audi driving experience center, the Competence Center Motorsport with Audi Sport customer racing, and functions of the Technical Development division.

Horst Seehofer welcomed the investment: "Engineering skills, innovation and automotive technology at the highest level – those are Audi's trademarks. With Audi Neuburg, the global company is demonstrating its commitment to its sites in this region. That creates jobs, boosts growth and is an investment in the future expertise of the whole of Bavaria."

>> Fund-raising campaign repeats success in 2015

Audi driving experience can once again look back very positively on the fund-raising campaign. Together with you, the three supported organisations, SOS Kinderdorf e.V, José Carreras Leukaemia Foundation and German Doctors e. V. managed to receive valuable and necessary help. This successful cooperation will also continue in the future. For this reason, part of the money we spend on farewell gifts will again be donated on your behalf to one of the three organisations in this summer season.

You'll be able to choose which project these donations ultimately benefit – as participants in our training courses can pick their personal favourite. Audi driving experience will report back to you regarding the results and how the money was used. We will inform you on further fund-raising campaigns both on our website www.audi.com/driving and in the 2016 winter brochure.

We are delighted that we can support these fantastic projects together with you and, thanks to your efforts, will be able to provide further assistance in future.



>> Vehicle handover to FC Bayern Munich in the Audi driving experience center



A few hours following the successful kick-off to the 2014/2015 Bundesliga season, players and officials of FC Bayern Munich had the opportunity of another 'key experience.' On the premises of the Audi driving experience center in Neuburg, the Chairman of Audi's Board of Management Rupert Stadler handed over the new official cars to the German record-breaking champion this Saturday. Afterwards, a driver safety training session was on the agenda.

During the car handover, the Munich squad was busy signing autographs before moving on to the second highlight: the participation in an Audi driving experience. Here the professional footballers tackled various driving situations on the driver training grounds in Neuburg. On the handling course at the wheel of the Audi R8 sports car, the Bayern players had the opportunity to prove their driving dynamics skills guided by experienced Audi instructors.

And on an off-road course in the Audi A6 allroad, they were able to get a first-hand impression of the numerous advantages of quattro drive.

>> Audi Sport TT Cup 2015 – new one-make cup as part of the DTM

With a dedicated racing series for the Audi TT the brand with the four rings will be offering a new opportunity to enter the company's successful motorsport world. The Audi Sport TT Cup will be held as part of the DTM starting in the 2015 season.

In the 2015 season, at each of six DTM events in Germany and neighbouring countries, two Audi Sport TT Cup races are planned. quattro GmbH will centrally prepare and field the 24 cars to ensure all drivers have the same chances. 18 places are available for highly talented upcoming and experienced drivers. Six cockpits will be reserved for changing guest drivers.

The multi-stage selection process will take place in close cooperation with Audi driving experience. Instructor Markus Winkelhock (see page 24) will be on hand to coach the participants of the Audi Sport TT Cup as an experienced professional racing driver. The winner of the new Audi Sport TT Cup can look forward to receiving support in Audi's successful GT3 sports car programme.



The figures for fuel consumption and CO₂ emissions can be found starting on page 66.

>> Audi driving experience



>> The team

Dedicated and passionate

Our team of specially trained and highly qualified instructors is there to provide you with valuable detailed knowledge and ensure you enjoy pure driving pleasure.

Part of the Audi driving experience team for many years and boasting a wealth of motorsport experience plus sound specialist know-how, our instructors have superb levels of expertise and professionalism – and pursue a single goal: to constantly hone your driving skills, on the road and on the racetrack.

Meanwhile, our event managers will be on hand to see that you are well looked after throughout our training courses. And, of course, a fleet of carefully valeted and maintained training vehicles is provided by our skilled Service team to guarantee a high degree of safety and undiluted enjoyment of the experience.

All inquiries as well as general organisational matters are handled by our experienced team of dedicated staff in Ingolstadt, who will be happy to answer any questions you may have.

>> The training vehicles

Experience “Vorsprung durch Technik”

At Audi driving experience you get to try out the very latest models in the Audi range. Impressive driving dynamics, pioneering technology together with exclusive design and equipment features charter Audi’s “Vorsprung durch Technik” in superlative fashion.

An attractive line-up of models once again awaits you in the 2015 summer season. For our Audi training experience courses you have at your disposal the **Audi S5 Sportback** and the **Audi A8 4.0 TFSI quattro**, both of which boast exceptional performance.

During our events staged at internationally renowned racetracks, meanwhile, you can experience the breathtaking performance of the **Audi R8 5.2 FSI quattro**. Equipped with S tronic, the 7-speed dual-clutch transmission shifts gear with virtually no break in propulsive power, providing impressive acceleration thanks to lightning-fast gear changes.

The Audi race experience courses raise the performance bar another notch, giving you the unique opportunity to drive the **Audi R8 5.2 FSI quattro**, the thoroughbred **Audi R8 LMS ultra** or the new **Audi TT cup racing cars**.

Audi tour experience serves up unique driving moments in the **Audi R8 Spyder 5.2 FSI quattro**. Our brand experiences furthermore offer you the chance to try out selected top-of-the-range Audi models (subject to availability).

All the training vehicles used fuse dynamic power and sportiness with style and design, as well as giving you a sensation of pure pleasure at the wheel.

Audi S5 Sportback



Engine type: V6 petrol engine > **Drive type:** quattro
Transmission type: 7-speed S tronic > **Displacement:** 2,995 cc
Max. power output: 245 kW (333 hp) > **Max. torque:** 440 Nm
Top speed: 250 km/h > **0-100 km/h:** 5.1 s

Audi A8 4.0 TFSI quattro



Engine type: V8 petrol engine > **Drive type:** quattro
Transmission type: 8-speed tiptronic > **Displacement:** 3,993 cc
Max. power output: 320 kW (435 hp) > **Max. torque:** 600 Nm
Top speed: 250 km/h > **0-100 km/h:** 4.5 s

Audi R8 Coupé 5.2 FSI quattro



Engine type: V10 petrol engine > **Drive type:** quattro
Transmission type: 7-speed S tronic > **Displacement:** 5,204 cc
Max. power output: 386 kW (525 hp) > **Max. torque:** 530 Nm
Top speed: 314 km/h > **0-100 km/h:** 3.6 s

Audi R8 Spyder 5.2 FSI quattro



Engine type: V10 petrol engine > **Drive type:** quattro
Transmission type: 7-speed S tronic > **Displacement:** 5,204 cc
Max. power output: 386 kW (525 hp) > **Max. torque:** 530 Nm
Top speed: 311 km/h > **0-100 km/h:** 3.8 s

Audi R8 LMS ultra



Engine type: V10 petrol engine > **Drive type:** Rear-wheel drive
Transmission type: 6-speed sequential > **Displacement:** 5,200 cc
Max. power output: up to 419 kW (570 hp) > **Max. torque:** over 500 Nm
Top speed: no details > **0-100 km/h:** no details

Audi TT cup



Engine type: 4-cylinder petrol engine > **Drive type:** Front-wheel drive
Transmission type: 6-speed S tronic > **Displacement:** 1,984 cc
Max. power output: up to 250 kW (340 hp)* > **Max. torque:** over 400 Nm
Top speed: no details > **0-100 km/h:** no details

>> The course venues

To guarantee ideal conditions and boundless driving pleasure, Audi driving experience carefully selects challenging training centres and exhilarating discovery tours.

You can enjoy all the fascination of the Audi driving experience at the following course venues and tour destinations in summer 2015:

○ Audi training experience

- ▶ **Groß Dölln – Germany**
(approx. 80 km north of Berlin in the state of Brandenburg)
- ▶ **Neuburg an der Donau – Germany**
(approx. 20 km west of Ingolstadt in Bavaria)

● Audi sportscar experience

- ▶ **Neuburg an der Donau – Germany**
(approx. 20 km west of Ingolstadt in Bavaria)
- ▶ **Groß Dölln – Germany**
(approx. 80 km north of Berlin in the state of Brandenburg)
- ▶ **Eurospeedway Lausitz – Germany**
(approx. 130 km south of Berlin in the state of Brandenburg)
- ▶ **Bilster Berg Drive Resort – Germany**
(approx. 30 km north-east of Paderborn in the state of North Rhine-Westphalia)
- ▶ **Nürburgring – Germany**
(approx. 90 km south of Cologne in the state of Rhineland-Palatinate)
- ▶ **Red Bull Ring, Spielberg – Austria**
(approx. 75 km north-west of Graz in the state of Styria)
- ▶ **Circuit de Spa-Francorchamps – Belgium**
(approx. 50 km south-west of Aachen in the province of Liège)

○ Audi race experience

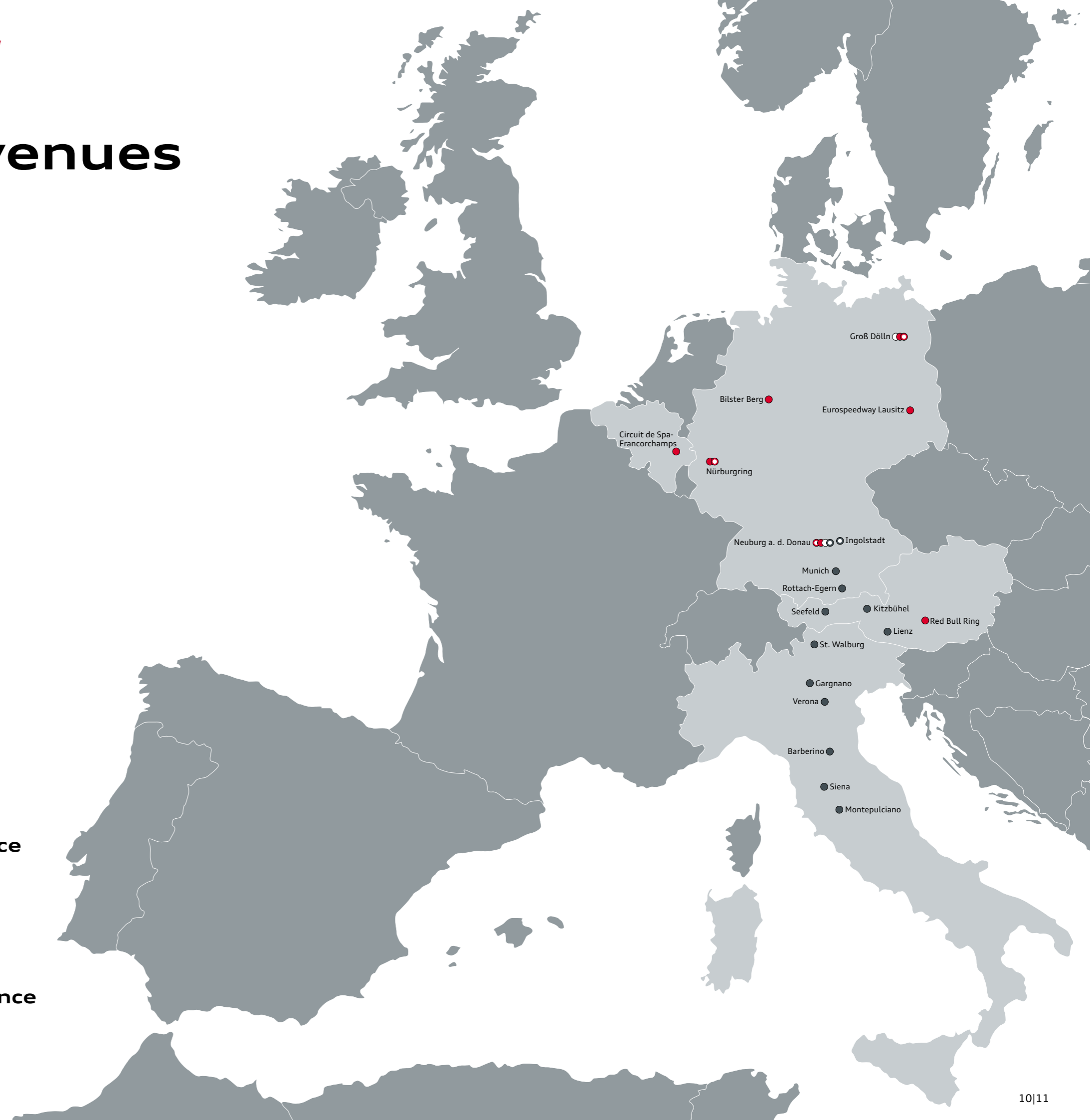
- ▶ **Neuburg an der Donau – Germany**
(approx. 20 km west of Ingolstadt in Bavaria)
- ▶ **Groß Dölln – Germany**
(approx. 80 km north of Berlin in the state of Brandenburg)
- ▶ **Nürburgring – Germany**
(approx. 90 km south of Cologne in the state of Rhineland-Palatinate)

● Audi tour experience – road experience

- ▶ **Audi R8 Spyder Alpine tour**
Munich – Rottach-Egern – Kitzbühel – Großglockner High Alpine Road – Lienz – Seefeld
- ▶ **Audi R8 Spyder Dolce Vita tour**
Munich – St. Walburg – Verona – Gargnano – Seefeld
- ▶ **Audi R8 Spyder Tuscany tour**
Munich – Barberino – Siena – Montepulciano – Gargnano

○ Audi tour experience – brand experience

- ▶ **Audi South Tyrol tour**
Neuburg an der Donau – Meran – St. Walburg – “Rosengarten” route
- ▶ **Audi Altmühl Valley tour**
Neuburg an der Donau – Eichstätt – Riedenburg





>> Enhancing your safety

Our Audi training experience shows you that driving safety and driving pleasure are by no means mutually exclusive. Our Audi training experience events provide an excellent opportunity for learning the art of driving more safely and with greater poise.

There's every chance that the handling dynamics you experience here will spark a lifelong passion. Our participants never cease to be amazed about the kind of extreme driving situations you can tackle with a car – if you know how.

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>> Compact training

Experience Audi, enjoy Audi – the combination of three driving modules and three Audi quattro models promises to be an intensive brand experience, introducing you to all the variants of the training options of our new Audi driving experience center in Neuburg an der Donau. Under the guidance of our experienced instructors, master challenging driving exercises on and off road as part of this half-day course.

- | | |
|--------------------------|---|
| Training vehicles | <ul style="list-style-type: none"> ▶ Audi S5 Sportback (dynamic driving area) ▶ Audi R8 5.2 FSI quattro (handling course) ▶ Audi Q models (off-road handling course) |
| Training venue | <ul style="list-style-type: none"> ▶ Neuburg an der Donau |
| Duration | <ul style="list-style-type: none"> ▶ 1 training day |
| Information | <ul style="list-style-type: none"> ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66 |

>> Advanced training

Are you an experienced and confident driver in everyday traffic conditions? Then this Advanced training is just right for you, as well as for all younger drivers. During the course, you will learn to drive in a more controlled, assured manner, deriving a great deal of pleasure at the same time. Critical situations can arise at any time, making it especially important to keep a cool head at the wheel. The key theoretical and practical elements for improving your control of the vehicle will be taught to you in our one-day Advanced training course in our new Audi driving experience center in Neuburg an der Donau.

Over the course of various exercises, our instructors will show you the correct action to take in critical situations similar to those which can occur in everyday driving. Our Advanced training equips you with valuable knowledge for appraising risks correctly, recognising dangers early on and reacting correctly in hazardous situations. We also offer our Advanced training in Neuburg an der Donau as a half-day course with a condensed training programme.

This year we will also be offering our popular Ladies' special – led of course by our female instructors – at the new Audi driving experience center.

Our Advanced training course with the high-performance Audi A8 4.0 TFSI quattro will be held in Groß Dölln.

- | | |
|---------------------------------|---|
| Training programme e. g. | <ul style="list-style-type: none"> ▶ Steering slalom ▶ Understeer/oversteer ▶ ABS emergency braking ▶ Evasive manoeuvres ▶ Handling course |
|---------------------------------|---|

- | | |
|--------------------------|---|
| Training vehicles | <ul style="list-style-type: none"> ▶ Audi S5 Sportback ▶ Audi A8 4.0 TFSI quattro |
|--------------------------|---|

- | | |
|------------------------|--|
| Training venues | <ul style="list-style-type: none"> ▶ Neuburg an der Donau ▶ Groß Dölln |
|------------------------|--|

- | | |
|-----------------|--|
| Duration | <ul style="list-style-type: none"> ▶ ½ training day ▶ 1 training day |
|-----------------|--|

- | | |
|--------------------|--|
| Information | <ul style="list-style-type: none"> ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66 |
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>>> Intensive training

Set yourself new challenges. Attain higher speeds while dealing with increasingly tougher demands. During our Intensive training course, advanced dynamic exercises are designed to fine-tune your driving abilities.

Keep probing the physical limits of vehicle handling under the professional guidance of our instructors. In-depth support will enable you to keep bettering yourself at the wheel. You will start to reap the benefits of your improved driving technique on day 2.

By carrying out driving exercises which demand a high level of coordination, you will take your mastery of the vehicle to even greater heights. You will then be required to demonstrate supreme precision on the handling course that concludes the event.

Quite apart from all the fun at the wheel, this is a training course that gives you an opportunity to push the vehicle to the limits of performance and practise controlling it in such situations.

Training programme e. g.

- ▶ Slalom
- ▶ Understeer/oversteer
- ▶ ABS emergency braking with return
- ▶ Evade and return
- ▶ Timed slalom
- ▶ Sequence of bends
- ▶ Handling course

Training vehicles

- ▶ Audi S5 Sportback
- ▶ Audi A8 4.0 TFSI quattro

Training venues

- ▶ Neuburg an der Donau
- ▶ Groß Dölln

Duration

- ▶ 2 training days incl. 2 overnight stays

Information

- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66



>> Executive driver training

Executive drivers require special skills. They have to make the right decision without hesitation and, in an emergency, there must be no compromises.

Their profession means that, in this day and age, they are exposed to the hazards and stress of driving on our roads for longer and more often. Our Executive driver training course has been specially devised around these intense demands on the driver: under the expert guidance of our professional instructors you will practise the techniques for mastering many of the critical situations encountered while driving.

The training programme is complemented by special coordination exercises designed to rigorously train your reflexes so that you are able to react correctly and precisely in extreme situations.

You will be trained in small groups, ensuring highly effective results. Your driving style will be individually scrutinised, and you will receive specific advice on how to further improve your driving abilities.

- Training programme e. g.**
- ▶ Steering slalom
 - ▶ Understeer/oversteer
 - ▶ Evasive manoeuvres
 - ▶ Sequence of bends
 - ▶ 180° reverse turn
 - ▶ Slalom with turn technique
 - ▶ ABS emergency braking with return
 - ▶ Situation (protection of passengers)
 - ▶ Handling course

Training vehicle ▶ Audi A8 4.0 TFSI quattro

Training venues

- ▶ Neuburg an der Donau
- ▶ Groß Dölln

Duration ▶ 2 training days incl. 2 overnight stays

Information ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66

>> Executive driver refresher training

Practice, as we all know, makes perfect. To ensure that you are always able to live up to the high demands of your job, you should practise your driving skills regularly.

Our exacting Executive driver refresher training course allows you to brush up on the talents you have already acquired in familiar driving exercises conducted at the same speeds.

Our team of instructors will furthermore be pushing you hard in supplementary driving exercises designed to turn reactions into reflexes and ensure you are equipped for all eventualities.

- Training programme e. g.**
- ▶ Warm-up
 - ▶ ABS emergency braking with return
 - ▶ Evade and return
 - ▶ Sequence of bends
 - ▶ 180° turn technique
 - ▶ Situation (protection of passengers)
 - ▶ Handling course

Training vehicle ▶ Audi A8 4.0 TFSI quattro

Training venue ▶ Groß Dölln

Duration ▶ 1 training day incl. 1 overnight stay

Prerequisites ▶ Executive driver training recommended

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>> Executive driver training pro

Our Executive driver training pro course is all about dynamism and precision. This driving training course picks up from where our Executive driver programme leaves off. The two-day intensive training programme is designed to further refine your expertise at the wheel.

Consolidate the knowledge you acquired in the Executive driver training and work hard on developing a highly professional and

assured driving technique. The new training content is an ongoing challenge, and your training progress is monitored throughout.

The limited number of just six participants per instructor allows us to analyse your driving style individually and improve it effectively.

- Training programme e. g.**
- ▶ Warm-up
 - ▶ ABS emergency braking with return
 - ▶ ABS/evasive manoeuvres
 - ▶ Understeer/oversteer
 - ▶ Evasive manoeuvre with offset
 - ▶ 180° reverse turn
 - ▶ Decision variants
 - ▶ Sequence of bends
 - ▶ Situation (protection of passengers)
 - ▶ Simulation at night (protection of passengers)
 - ▶ Handling course

Training vehicle ▶ Audi A8 4.0 TFSI quattro

Training venue ▶ Groß Dölln

Duration ▶ 2 training days incl. 2 overnight stays

Prerequisites ▶ Executive driver training recommended

Information ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66



>> Pure dynamism

Awesome racetracks, high-performance sports cars, instructors with motorsport experience – the ideal ingredients for sampling one of the most dynamic forms of motoring at our Audi sportscar experience.

And this year, you can once again follow up our driving experiences by booking a sensational taxi ride in the Audi R8 LMS ultra on the Nürburgring, in Spa-Francorchamps and on the Eurospeedway Lausitz, when you will accompany our driving professionals as co-pilot.

Overview Audi sportscar experience

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My experience from motorsport...

Markus Winkelhock has been involved in motorsport for around fifteen years and can look back on a very successful career. The Swabian from Berglen-Steinach, east of Stuttgart, only embarked upon his motor racing career as an adult. "My mother insisted that I trained for a regular job," says the son of racing driver Manfred Winkelhock who died in an accident in 1985. So he started training as a photographer, working for an automotive magazine.

"When I was 18, I got the opportunity to test a small entry-level formula racing car. It all went very well. Then I drove an entire season, out of curiosity more than anything else, and was Formula König runner-up at the first attempt," he recalls. "Of course, my surname placed certain expectations on my shoulders, but it may also have opened a few doors." Father Manfred made it into Formula 1, uncle Joachim was a highly successful touring car driver and Le Mans winner. With the lure of a five-year contract from a major car maker on offer, Markus Winkelhock faced a difficult choice. "It wasn't easy to give up my training, but I simply didn't want to turn down the professional contract." Through Formula 3

he managed to move up into the DTM, even managing to compete in a Formula 1 race. Later, he would return to the DTM having teamed up with Audi. The most successful part of his career started afterwards at the wheel of the Audi R8 LMS.

The Nürburgring's infamous 'Nordschleife' was uncharted territory for the professional, yet he was standing on the podium in 2010 at the 24 Hours at the very first attempt. It would only take two years before he, together with Audi and three team colleagues, would take the first overall victory in the Eifel. In the same year he also won the FIA GT1 World Championship. His most successful endurance season up to now was 2014: he lost out on the class victory at the 24 Hours of Daytona by the slimmest of margins, but once again won the Nürburgring 24 Hours.

Just a few weeks later, the 34-year-old Audi driver would also be gracing the top step on the podium at the 24 Hours of Spa. You just need to take a look at his diary to realise how much in demand he is: in 2014 he also competed in two 12-hour races, the ADAC GT Masters and the Blancpain Sprint Series.



... I would like to give something back as instructor!

His success on the racetrack led Markus Winkelhock directly to his role as instructor. "Klaus Demel, head of Audi driving experience, got talking to me in 2012 during my first Nürburgring victory," he recalls. "I was immediately interested in becoming an instructor, but didn't have any teaching experience whatsoever."

The Swabian talks openly about his respect for the new job. "When I'm sitting in my racing car, I drive very intuitively. Reflexes come naturally, you tend not to think about it a great deal. As an instructor the task is much more complex. Standing on the edge of the track, observing Audi driving experience participants and analysing their strengths and weaknesses, is simply something totally different," is how he compares the two.

Initially, Winkelhock completed an instructor training course under the experienced Wilfried Wiedner – a former rally driver and long-standing Audi driving experience instructor. "I got a taste for it straight away," confesses Winkelhock. "I learnt a great deal from Wilfried. It isn't as easy as you might imagine. But it's tremendous fun experiencing how participants sometimes arrive in the morning

with no previous knowledge and leave our courses as safe, good drivers in the evening."

The professional racing driver is in demand as an instructor particularly for the racetrack and winter training courses. He's really at home on the racetrack with its high-grip asphalt, yet he loves icy surfaces, which are totally the opposite, just as much. "Whenever everyone else avoids going out on the road in winter, I just love being in the car," confesses the Audi driver. It takes just a few laps on the frozen lakes in Scandinavia for the instructor to regain that winter driving feel in no time at all. "Compared with a racetrack, everything happens a lot slower on snow," explains Winkelhock.

Finding the racing line, probing the limit, honing the driving style, gaining and transmitting knowledge, all to enhance road safety – Markus Winkelhock combines both worlds as a racing driver and instructor in exemplary fashion. Much to the joy of many satisfied Audi customers.



>> R8 basic experience

The Audi R8 5.2 FSI quattro is a dream car for many drivers with sporting ambitions. If you want to get a feel for its power and its outstanding handling qualities, then our R8 basic experience is just what you're looking for.

Designed for beginners you practice the principles of a sporty driving style in a range of dynamic exercises. And then it's onto the 3.4-kilometre handling course under the guidance of our instructors. Sector training introduces you to the concept of the braking point, turn-in point and apex point, so you can then negotiate the entire circuit rapidly and safely. Awaiting you is a dynamic driver training event in a thoroughbred sports car.

We also offer our R8 basic experience as a half-day course with a condensed training programme.

- Training programme e. g.**
- ▶ Steering slalom
 - ▶ Evasive manoeuvres
 - ▶ Cornering technique
 - ▶ Guided driving
- Training vehicle**
- ▶ Audi R8 5.2 FSI quattro
- Training venue**
- ▶ Neuburg an der Donau
- Duration**
- ▶ ½ training day
 - ▶ 1 training day
- Please note**
- ▶ Driving training programme designed for beginners
- Information**
- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66

>> R8 exclusive experience

Look forward to an intense driving experience with the Audi R8 5.2 FSI quattro in the Audi driving experience center in Neuburg an der Donau. An Audi R8, an instructor – and you!

Following a warm-up session with steering slalom and cornering technique, it's on to the circuit that is 3.4 kilometres long. Directly behind the lead vehicle you can follow the instructor's prescribed line perfectly, thus optimally recognising the right braking and turn-in point. Supported by instructions from the instructor over the radio, you can continually hone your driving skills.

The pace and intensity are geared exclusively to you – for our R8 exclusive experience is ideal for beginners and for sporty drivers with racetrack experience alike.

Experience a half day packed with driving pleasure and dynamism. You can also bring up to another person with you if you like; an Audi R8 5.2 FSI quattro is then also available of course for the other driver as a training vehicle.

- Training programme e. g.**
- ▶ Steering slalom
 - ▶ Cornering technique
 - ▶ Guided driving
- Training vehicle**
- ▶ Audi R8 5.2 FSI quattro
- Training venue**
- ▶ Neuburg an der Donau
- Duration**
- ▶ ½ training day
- Please note**
- ▶ Maximum two participants
 - ▶ An Audi R8 5.2 FSI quattro for each participant
- Information**
- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66





>> Racetrack experience

Sporty, thrilling and dynamic – enter the world of Audi racetrack training and discover a whole new dimension of driving dynamics at the wheel of an exceptional sports car from Audi. In this experience training, you get to really feel the majestic sportiness and might of the Audi R8 and explore the physical limits of vehicle handling. Built around our most powerful ideas, with the Audi R8 you are assured an unforgettable driving sensation.

The sector training allows you to get acquainted with all of the racetrack's particular features and work out the racing line one

bit at a time, before you proceed to tackle the entire circuit. A truly scintillating training programme is in store for you.

Audi R8 LMS taxi rides

Stunning acceleration, incredible cornering speeds – experience the phenomenal Audi R8 LMS ultra at first hand as co-pilot with one of our instructors. This year, these sensational taxi rides can again be booked by anybody on the Nürburgring, in Spa-Francorchamps and on the Eurospeedway Lausitz as a follow-up to our Racetrack experience (see information on page 72).

Training programme e. g.

- ▶ Steering slalom
- ▶ Evasive manoeuvres
- ▶ Cornering technique
- ▶ Guided driving

Training vehicle

- ▶ Audi R8 5.2 FSI quattro

Training venues

- ▶ Eurospeedway Lausitz
- ▶ Bilster Berg Drive Resort
- ▶ Red Bull Ring
- ▶ Nürburgring
- ▶ Spa-Francorchamps

Duration

- ▶ 1 training day incl. 1 overnight stay

Information

- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66



>> Racetrack pro experience

The engine of the Audi R8 growls to life. From your seat behind the steering wheel you feel an exhilarating sense of power. A driving training course with brand new challenges awaits you – specially devised for advanced drivers with racetrack experience.

Approaching a bend you gently brake, nudge the steering wheel, slide round to the apex, open the throttle – and let the centrifugal forces propel you out of the bend again.

After a short sector training session, it's now time to devote your attention to the entire circuit. The intensive training work will further sharpen your driving skills.

This exclusive training programme promises the ultimate in dynamic performance and fun at the wheel. A regularity test gives you the opportunity to demonstrate that you can follow the racing line cleanly and safely and clock the target times to the exact tenth of a second.

Training programme e. g.

- ▶ Warm-up
- ▶ Driving modules
- ▶ Guided driving
- ▶ Regularity test

Training vehicle

- ▶ Audi R8 5.2 FSI quattro

Training venues

- ▶ Eurospeedway Lausitz
- ▶ Red Bull Ring
- ▶ Nürburgring
- ▶ Spa-Francorchamps

Duration

- ▶ 1 training day incl. 1 overnight stay

Prerequisites

- ▶ 1 racetrack training course

Information

- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66



>> Motorsport feeling

Our Audi sportscar experience offers you dynamics, passion and boundless fascination. However, now it's time to go one step further – with Audi race experience!

You have a wealth of possibilities open to you here: drivers with sporting ambitions can find out what it's like to drive the Audi R8 LMS ultra or even the new Audi TT cup with individual training,

while experienced racers have the chance to race in the VLN Endurance Championship or even the legendary Nürburgring 24 Hours.

Experience an absolute motorsport feeling. But why not take a look for yourself ...

Overview Audi race experience

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>> Audi race experience

>> TKL Motorsport



The team within the team

When Audi race experience turned up for the first time with the Team TKL Motorsport at the racetracks and during the training and experience events, only a handful of insiders knew the team. Yet the "Team Klöppel Lambert," that is what the abbreviation stands for, boasts a wealth of personal experience. "Even when I was still at school, I'd be off to the racetrack. I've been working for Audi driving experience since 2003," reports Marc Klöppel, one of the team's two partners. His fellow owner Gerd Lambert has been involved in the high-end AUDI AG training programme for 20 years. "I accompanied an event for the first time in Seefeld in 1995 and have had the pleasure of witnessing the exciting developments ever since," is how Lambert looks back, who, like Klöppel, is a trained car mechanic.

Since 2008, the company owned by the two founders has been trading as TKL Motorsport. The team has its base in Kettig near Koblenz in the state of Rhineland-Palatinate. "To reach the entrance at the Nürburgring we drive exactly 51 kilometres," Marc Klöppel

has the figure at his fingertips. The tradition-laden racetrack in the Eifel has therefore become a sort of second home, even if the team visits many other racetracks year after year.

On the Nürburgring one programme really stands out where Audi causes a stir. The brand with the four rings was the first car maker to develop a racing programme for its sporty-minded customers in 2010. Audi race experience offers an experience you won't find anywhere else, from license training to active racing. Alongside experienced professionals, amateur drivers can take part in races, gaining experience on the 'Nordschleife'. Last season the programme was more comprehensive than ever. "We competed in seven races," Klöppel counts. On four occasions the team's two Audi R8 LMS ultra lined up for the races at the VLN Endurance Championship on the notorious 'Nordschleife'. Highlight of the season was the 24 Hours that was preceded by a qualifying race. And last of all the team also disputed the final of the Blancpain Endurance Series on the Grand Prix course.





Perfect conditions in the workshops at TKL Motorsport – the Audi R8 LMS ultra are prepared for the races virtually under clinical conditions.



The brake system is checked thoroughly of course.



No part remains untouched. After the race the Audi R8 LMS ultra are totally overhauled.

Apart from competing on the track, racing involves one thing above all else: a great deal of work that goes into preparations and debriefing. For Audi race experience racing cars are as perfect as any new car in a dealership. “Before every race the cars are stripped down, checked, wear parts replaced, everything serviced, damaged components replaced and the racing cars rebuilt,” is how Marc Klöppel describes the work ethic. Two employees spend around a week on it – the equivalent of around 80 working hours. The 560-hp GT3 racing cars always roll out of the racing transporters in pristine condition into the pits on the track before they negotiate the 25-kilometre-long uphill and downhill stretch in the Eifel on the four racing tyres. “18 employees look after our customers and guests and the two racing cars on site,” explains Klöppel. At the famous 24 Hours in June, two additional members of staff reinforce the team that is on hand round the clock and is always kept up to date via radio. Refuelling, changing tyres and drivers are just the standard tasks for the busy employees. Whenever a rival leaves the R8 driver with absolutely nowhere to go – which happened several times in summer 2014 – you need to react instantly. The skilled hands replace a damaged rear-wheel suspension in an incredible 20 to 30 minutes. The same job would take several hours in a workshop.

In the 2014 season, the team was suitably rewarded for its hard work on two occasions: extreme sportsman Felix Baumgartner, who competed alongside three professional racing drivers, crossed the line at the Nürburgring 24 Hours ninth, coming in the top group at the first attempt – and all despite 165 participants tackling the marathon. The team is also proud of its first cup with the Audi R8 LMS ultra. Marco Werner, one of the instructors on Audi race experience and former Le Mans overall winner, came in second

with Christopher Haase and Markus Winkelhock, taking the very first VLN podium in the overall rankings – coinciding with his 30-year career anniversary.

Yet racing is just one part of TKL Motorsport’s broad remit. In addition to the two racing cars, two other Audi R8 LMS ultra vehicles are prepared for experience programmes. Customers take advantage of this opportunity a good 20 days a year. Of course, the two GT3 sports cars also have to be perfectly prepared wherever incentive events or other programmes designed to provide the ultimate kick in the professional cockpit are involved.

TKL Motorsport’s remit also includes Audi sportscar experience on another 80 or so event days a year. At various facilities, customers can choose between various training programmes and Audi models. “Whenever you have 32 participants racing per day, we generally have to prepare 20 Audi R8, plus four instructor vehicles,” calculates Gerd Lambert. TKL Motorsport then transports around 60 to 80 tyres together with machinery to fit and balance them, the brake pads have to be checked regularly and also changed as necessary given the gruelling loads on the racetrack.

If a joint training course for the sporty Audi RS models is offered with the Audi R8 sports cars, you may well end up with 38 high-performance models from Ingolstadt and Neckarsulm lining up on the grid.

However different these tasks may well be, the spirit associated with racing and the training programmes is always the same at TKL Motorsport: a self-contained team performance is only possible with a good team, and ultimately this involves sporty pleasure and joint successes under the symbol of the four rings.



The 560-hp engine in the Audi R8 LMS ultra is carefully restored to its former glory.



Motorsport without data analysis is virtually inconceivable nowadays.



Fitting and balancing tyres, one of the tasks in the workshop and on the track.



Well prepared track vehicles await participants at the Audi sportscar experience events.



Final check before the course participants make their way onto the track in the training vehicles.



30 years of motorsport

Marco Werner has an unusual racing résumé: while other youngsters start off in a racing go-kart, he lined up in this first competition as an 18-year-old. On the ‘Nordschleife’ of the Nürburgring he celebrated his first class victory with two team colleagues in the 1984 VW Polo in his debut. His career took him to the pinnacle of motor racing: between 2005 and 2007 he won the Le Mans 24 Hours three times in a row with Audi and entered the annals of the endurance classic race as the first winner with TDI diesel power. The racing driver, who was born in Dortmund, also took home winners cups from other major races, such as the 24 Hours of Daytona or the 12 Hours of Sebring.

Today he lives in Ermatingen in Switzerland. The professional has never lost his connection with the ‘Nordschleife’. As an Audi race experience instructor he passes on his knowledge to the brand’s customers with whom he also competes alongside in races. Virtually on the very same day as his 30-year anniversary in motorsport, Marco Werner celebrated his first VLN podium place in the overall rankings in the Audi R8 LMS ultra (2014) – congratulations!



Finally in October 2014, Marco Werner took the first podium place in the overall VLN rankings – a success shared by Audi race experience and TKL Motorsport.



>> Licence training

Earn the driving credentials needed to apply for the German National A Licence from the German Motor Sports Federation (DMSB).

Awaiting you on the racetracks at the Audi driving experience center in Neuburg an der Donau and the Driving Center Groß Dölln are your Audi R8 5.2 FSI quattro training car, and, what's more, very small groups of just six participants per instructor. This makes it possible for you to improve your driving skills individually. You will receive intensive tuition from our instructors in accordance with the training guidelines of the DMSB.

Participants who pass the training course can apply to the German Motor Sports Federation (DMSB) for the German National A Licence (only participants with German citizenship are eligible for this); participants without German citizenship must agree on accreditation of the training course and the issue of the licence in advance with the national motor sports federation of the country concerned (the national club or national organisation which is recognised by the FIA as being the sole sporting authority in that country).

We would be happy to provide you with information material that can be submitted to the authority in question.

Training programme e. g.

- ▶ DMSB theory
- ▶ Warm-up
- ▶ Racing situations (line, overtaking)
- ▶ Guided driving
- ▶ Free practice session

Training vehicle

- ▶ Audi R8 5.2 FSI quattro

Duration

- ▶ 1 training day incl. 1 overnight stay

Training venues

- ▶ Neuburg an der Donau
- ▶ Groß Dölln

Prerequisites

- ▶ Racetrack training course recommended

Information

- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66





>> Audi R8 LMS experience

Do you already have racetrack experience and want to get to know the Audi R8 LMS ultra in an exclusive training event?

Then sign up for our Audi R8 LMS experience! You train in small groups with just four participants per instructor. The ideal way to ensure that you really do get to experience the Audi R8 LMS ultra up close in Groß Dölln.

The demands placed on your driving abilities add to the sporty nature of this event. Get ready to experience pure driving pleasure and the fascination of the Audi R8 LMS ultra.

- Training programme e. g.**
- ▶ Guided driving
 - ▶ Free practice session
- Training vehicles**
- ▶ Audi R8 5.2 FSI quattro
 - ▶ Audi R8 LMS ultra (approx. 20 minutes' driving time per participant)
- Duration**
- ▶ 1 training day incl. 1 overnight stay
- Training venue**
- ▶ Groß Dölln
- Prerequisites**
- ▶ Racetrack training course recommended
- Please note**
- ▶ Please read information on page 72
- Information**
- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66

>> Audi R8 LMS pro experience

You will receive thorough tuition from our instructors during this extremely challenging driving training event.

Our professional instructors will push you towards the limits of vehicle handling at the Groß Dölln Driving Center racetrack, where you are guaranteed a motorsport experience of the very highest calibre. With just six participants, an Audi R8 5.2 FSI quattro for each, plus three instructors, this programme is ideal for intense training at the wheel. You must then put what you have learnt into practice and demonstrate to our instructors that you are in full control of the Audi R8 LMS ultra.

Then you can climb aboard, start the engine, sense that motor racing thrill and just enjoy. The power lies in your own hands. To be eligible for this driving training event, you must have first completed a racetrack training course.

- Training programme e. g.**
- ▶ Guided driving
 - ▶ Free practice session
- Training vehicles**
- ▶ Audi R8 5.2 FSI quattro
 - ▶ Audi R8 LMS ultra (approx. 30 minutes' driving time per participant)
- Duration**
- ▶ 1 training day incl. 1 overnight stay
- Training venue**
- ▶ Groß Dölln
- Prerequisites**
- ▶ Racetrack training course
- Please note**
- ▶ Please read information on page 72
- Information**
- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66





>> Individual motorsport training

Individual training gives you the opportunity to enjoy an extraordinary experience with a personal touch.

Our instructors will devise a training programme to fit the given requirements. Some racetrack experience would be a great advantage, as the driving training is extremely demanding. The training venue in Groß Dölln provides outstanding conditions for an exclusive

experience at the wheel of the Audi R8 5.2 FSI quattro and the Audi R8 LMS ultra or the Audi TT cup.

Naturally, you are also able to book your customised training programme as an incentive for your company or as an exclusive event for guests and friends. The expert support you will receive is a sure guarantee of progress and, above all, fun at the wheel.

Training programme e. g. ▶ Arranged on an individual basis

Training vehicles

- ▶ Audi R8 5.2 FSI quattro
- ▶ Audi TT cup (subject to availability)
- ▶ Audi R8 LMS ultra (approx. 30 minutes' driving time per participant)

Duration ▶ 1 training day incl. 1 overnight stay

Training venue ▶ Groß Dölln

Please note ▶ Please read information on page 72

Information ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66





>> Audi R8 LMS customer sport

Do you have motorsport experience and know the Nürburgring's daunting 'Nordschleife' like the back of your hand?

Then we can offer you the chance to gain active motor racing experience at a professional level, even without your own team. This year you once again have the opportunity to take the driver's seat in an actual VLN German Endurance Championship race on

the Nürburgring 'Nordschleife' and at the Nürburgring 24 Hours. As part of the race preparations you will have to demonstrate to our team boss and our motorsport professionals, such as Marco Werner, that you are in full control of the Audi R8 LMS ultra and that you have the driving skills to participate actively in motor racing.

Discover the fascinating world of motor racing.

- | | |
|----------------------|--|
| Venue | ▶ Nürburgring (racing) |
| Vehicle | ▶ Audi R8 LMS ultra |
| Prerequisites | ▶ Motorsport licence, motorsport experience, knowledge of Nürburgring 'Nordschleife' |
| Information | ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66 |



>> Bend after bend a pleasure!

Road experience

Experience exclusive Audi cars in exceptional places as you set off with us on one of our enthralling journeys of discovery. Take in breathtaking Alpine panoramas or immerse yourself in the inspirational Italian lifestyle.

Apart from the driving challenges that lie in store, our discovery tours are all about countries and their people too. Memorable and overwhelming impressions come guaranteed.

Brand experience

Start your personal brand experience. Feel the excitement as you get into your chosen top-of-the-range Audi and take it along picturesque European roads – with mile after mile of pure driving pleasure ahead.

This is your personal Audi brand experience. It starts and finishes in the new Audi driving experience center in Neuburg an der Donau. Welcome to the heart of the Audi brand.

Overview Audi tour experience

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>>> Audi R8 Spyder Alpine tour

Ever fancied testing out the performance dynamics of the Audi R8 Spyder on awe-inspiring Alpine passes by day and letting yourself be pampered in one of the best hotels in the Kitzbühel Alps by night? We can make this dream come true for you with our Audi R8 Spyder Alpine tour.

Upon your arrival at Munich Airport you will be welcomed by the Audi Team in the Hotel Mövenpick in Hallbergmoos for a short briefing. You then head out in the Audi R8 Spyder towards Lake Tegernsee in time for lunch in the Seehotel Überfahrt, from where the journey takes you into the Kitzbühel mountains. Along Lakes Tegernsee, Schliersee, Thiersee and the Wilder Kaiser mountains the route takes you to the A-Rosa Kitzbühel hotel, where you can enjoy the rest of the day.

The next morning you can admire the impressive panorama of 3,000-metre peaks as you power along the Großglockner High Alpine Road. The route takes you through the East Tyrol into the Lienz Dolomites. Surrounded by romantic forests and right on Lake Tristachersee, we will be awaiting you in the Parkhotel for lunch. In the afternoon you experience other exciting routes in the fascinating world of the Tyrol mountains with the Rieserferner-Ahrn natural park, the Deferegggen Valley and the Hohe Tauern national park. The journey then takes you along the Felbertauern Road back to your hotel, the A-Rosa Kitzbühel.

Yet more of the most beautiful drives through the Alps are waiting to be discovered on day three. Savour the dreamlike drive through the Gerlos Road into the Ziller Valley. Cross the Inn Valley and enjoy

your lunch in the legendary Inter Alpen Hotel with its captivating views of the Alps. The concluding stage back to Munich through the picturesque Alpine foothills allows you to sample the glorious performance of the Audi R8 Spyder once more.

- Route** ▶ Munich – Rottach-Egern – Kitzbühel – Großglockner High Alpine Road – Lienz – Kitzbühel – Seefeld – Munich
- Miscellaneous** ▶ Programme may be subject to change
- Vehicle** ▶ Audi R8 Spyder 5.2 FSI quattro
- Information** ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66



>> Audi R8 Spyder Dolce Vita tour



Many years ago, poets and thinkers seeking inspiration travelled to Italy from abroad in horse-drawn carriages: in 2015, it's your turn to be inspired here by a mode of transport with rather more horsepower – the Audi R8 Spyder!

Experience sinuous mountain passes, stunning landscapes and famous wine routes in sporty fashion and flawless style. Marvel at how unmistakable design and supremely sporty performance harmonise perfectly on Italy's roads.

On day one, you set off from the Hotel Mövenpick in Hallbergmoos, near Munich Airport, heading for St. Walburg in the idyllic Ulten Valley, where you can unwind in the evening at the Arosea Life Balance Hotel.

The next morning, enjoy the delightful drive along the Eppan wine route as you travel towards Verona. You will find yourself immersed in Italian dolce vita at its finest as you have lunch while admiring the fabulous view of the city's old quarter, which has been classified as a World Heritage Site since 2000.

On past the slopes of the Valpolicella, the journey takes you along the western shore of Lake Garda to the Hotel Lefay Resort & Spa Lago di Garda. Over the next two days this 5-star hotel will treat you to sophisticated luxury of the highest calibre. This provides the perfect starting point for an exciting drive around Lake Garda on day three.

On the final day of your trip, you drive through Riva del Garda and

Seefeld back to Munich, the tour's final destination. The Audi Dolce Vita tour – come and discover Italy at its sportiest!

- Route** ▶ Munich – St. Walburg – Verona – Gargnano – Seefeld – Munich
- Miscellaneous** ▶ Programme may be subject to change
- Vehicle** ▶ Audi R8 Spyder 5.2 FSI quattro
- Information** ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66



>> Audi R8 Spyder Tuscany tour



Tuscany conjures up a myriad of different images, and it is precisely this diversity which makes this particular tour so special.

Tuscany is more than a fabulous landscape in the heart of Italy, laced with avenues of cypress trees, enchanting ancient vineyards, olive groves and pine-topped hills on the horizon shrouded in early morning mist. It is a cultural history too, one which is recounted by the castles, palaces and towers you will pass as you cruise into the mellow southern sun in the Audi R8 Spyder.

The tour begins at the Audi Forum Airport Munich, followed by an overnight stay in the Hotel Kempinski or Hotel Mövenpick. The next day, with the Alps in full view, it is time to head southwards to Barberino di Mugello, in the province of Florence. Here you will check in to the exquisite 5-star hotel Villa Le Maschere, your base for some unforgettable excursions over the next few days. The itinerary for the next day takes you past St. Gimignano, whose famous towers have earned it the nickname of “The Medieval Manhattan,” then through spectacularly undulating hilly countryside to Siena, in the very heart of Tuscany.

Its historic old town is both the city’s emblem and a UNESCO World Heritage Site, including its Piazza del Campo, world-famous for the horse races held here at breakneck speed each year.

The next day’s drive once again leads you through the marvellous scenery of eastern Tuscany. You can take in the stunning vista from Montefollonico while enjoying a superb lunch in “La Chiusa”.

The return journey to the hotel takes you along small, winding roads past one medieval-looking town after another. On day four, it’s time to head north-west to the next destination, the town of Gargnano on Lake Garda. You will trace the route of the legendary Mille Miglia race as you cross the Apennine Mountains over the Futa Pass at 903 metres and the Raticosa Pass, before relishing the drive through the Emilia-Romagna plains with all your senses. Your stay on Lake Garda will be rounded off by a wonderful night in the 5-star Lefay Resort & Spa Lago di Garda hotel.

The final day of the tour will once again give you ample opportunity to enjoy the awesome performance of the Audi R8 Spyder to the full as you power back through the Alps to Munich, where this fascinating Italian adventure all started.

- Route** ▶ Munich – Barberino – Siena – Montepulciano – Gargnano – Munich
- Miscellaneous** ▶ Programme may be subject to change
- Vehicle** ▶ Audi R8 Spyder 5.2 FSI quattro
- Information** ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66



>> Audi brand experience

There is no greater pleasure than the pleasure of anticipation – and this is something you can truly look forward to on the following tours. Get a sense of your own pace with the Audi R8 Spyder 5.2 FSI quattro or the Audi RS 7 Sportback. A discovery tour of the plant and a journey through the century of mobility in the Audi museum mobile put you in just the right frame of mind for the selected tour.

Audi South Tyrol tour

Power along some of Europe's most stunning panoramic roads and into the breathtaking world of the Dolomite Mountains at the wheel of the chosen top-of-the-range Audi model. Before you set off, there's time to enjoy breakfast in the restaurant at the Audi driving experience center. And then it's time to set off, heading due south. After passing through Merano, in the middle of a valley basin surrounded by peaks soaring up to 3,335 metres high, you come to the Ulten Valley, where your first-class accommodation, the Arosea Life Balance Hotel, is situated.

Round off your sun-kissed trip in unforgettable fashion with a spectacular tour through a massif of the South Tyrolean Dolomites

with the somewhat puzzling name of "Rosengarten" – the "Rose Garden"! The "Rosengarten" is at its most magnificent in the evening when the sun sets and the rock face glows blazing red in the day's last rays of light.

Day three starts with a hearty breakfast, before you drive back with a whole host of memorable experiences to cherish.

Audi Altmühl Valley tour

The Altmühl Valley natural park is full of fantastic roads and landscapes just waiting to be discovered by you. Covering an area of 3,000 square kilometres, the Altmühl Valley is Germany's third-largest natural park.

The Altmühl Valley natural park features a mixture of craggy dolomite cliffs, sun-drenched juniper heaths and gentle river valleys. And its central hub is your first stop-off point: the university and diocesan town of Eichstätt with its baroque architecture. Admire the urban harmony formed by the blend of grandiose religious and secular buildings, wide, airy squares, playful fountains and

enchanting narrow streets. The Jurassic marble quarries towering high above the winding roads are another striking feature. For the next four hours, you can be as active or laid-back as you like while exploring the dynamics of the Audi R8 Spyder 5.2 FSI quattro or Audi RS 7 Sportback. The roads through the Altmühl Valley provide the perfect setting for this purpose.

Vehicles

- ▶ Audi R8 Spyder 5.2 FSI quattro
- ▶ Audi RS 7 Sportback

Please note

- ▶ The tour price only includes the initial tank of fuel

Audi South Tyrol tour

- ▶ 3 driving days incl. 2 overnight stays

Audi Altmühl Valley tour

- ▶ ½ driving day

Information

- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 66



>> Unique

Would you like to attend one of the Audi driving experience training or driving events but can't find a date that suits you? Or maybe you want a trainer all to yourself? Then allow us to present our Audi individual experience.

This is your opportunity to enjoy an amazing experience with a personal touch. Whether you have already completed a driving training course or not, your personal coach will create the perfect training programme to suit you and your driving abilities.

Or book an Efficiency training course, in which we demonstrate how to maximise fuel economy without compromising the sense of driving pleasure and fun at the wheel. This driving course is of particular interest to companies with their own fleet of vehicles. Not only do your employees receive professional training, this event is able to bring about a permanent reduction in your running costs.

Naturally, you are also able to book one of our individual training programmes as an incentive for your company or as an exclusive event for guests and friends. The expert support you will receive

is a sure guarantee of progress and, above all, fun at the wheel. Simply mail your inquiry to incentive@audi.de. We will be delighted to advise you personally and provide you with a quotation.

Please appreciate that exclusive training events as well as individual driving and brand experiences are subject to the availability of the training venue and of the desired vehicles.

The following pages provide you with more information on an exclusive individual training course and on a successful incentive for your company in the Audi driving experience center in Neuburg an der Donau.

Dafna Samuel >> Women Power
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>> Women Power

Dafna Samuel just can't get enough of Audi – especially when it comes to the Audi R8. “My entire family drive Audi cars. I've already taken part in race track training in Northern Ireland and on the Lausitzring in Germany”, said the mother of three. The logical next step: training at the new Audi training grounds, the Audi driving experience centre in Neuburg. “My main aim is to improve my driving skills and gain more confidence as a result”, added Dafna Samuel. “But the training courses are incredibly fun too.”

Even more techniques were explained in depth during the individual training session with Rahel Frey. The Swiss instructor revealed detailed information and was delighted with her student's quest for perfection. “Dafna just wanted to drive the Audi R8”, remarked the professional racing driver. Even the sporty Audi R8 V10 was not enough for this participant. “She only wanted to drive our instructors' model”, said Rahel Frey with a smile. This Audi R8 GT is 100 kilograms lighter – a driving machine par excellence.

What then followed was the fine art of driving. The two fast-car fans looked at every curve down to the last detail, talked about the

effects of the kerbstones, studied the track conditions and worked their way through the “academy of virtuoso driving”. From section training to cornering techniques, from guided driving through to driving out in front, Dafna Samuel got to know every metre of the handling course from various perspectives. The sporty 50-year-old driver was so quick to learn that Rahel Frey was then able to teach the Audi customer various styles of driving. “We practised braking late and hard cornering and, by contrast, also tried out a smoother driving style, which allows you to progressively accelerate sooner”, Dafna Samuel enthused. Rahel Frey was full of praise. “She has a fine feel for the car and the ideal racing line”, said the Swiss-born coach. “She was quick to grasp and try out new things and was always keen to do extra little experiments to improve driving style and racing line even further.”

Alongside all this serious training in search of the ideal racing line, Dafna Samuel also enjoys the more relaxing side of life. Driving through the mountains, she discovered the most stunning passes and finest hotels. At the wheel of a sports car with the four rings, of course – on the Audi R8 Spyder Alpine tour.



>> Audi individual experience



>> Meet and drive

What could be more unusual than adding a special touch to a meeting with a veritable driving experience? The company MYCOM added high-speed elements to its User Group Meeting with an Audi driving experience course. The customers of the software service provider for telecommunications networks encountered the perfect setting in the Audi driving experience center Neuburg an der Donau. The conference and restaurant facilities in the Audi driving experience center provided a comfortable environment for international knowledge sharing while the practical driving component in Audi's high-performance models made for a welcome sporty highlight.

"We booked the individual training at Audi driving experience for 50 corporate customers. The facilities are first-class, the experience at the wheel was unmatched and the organisation as well as the Audi driving experience staff were excellent," said Ian Meakin,

VP Marketing at MYCOM OSI. "We are familiar with similar events organised by other providers, but with Audi it was simply the best. Our customers were just as enthusiastic as we were."

Driving courses on the dynamic driving area pushed participants to the physical limits of performance. On the handling course the conference guests managed to put their knowledge into practice and translate what they had learnt into successful laps. The off-road course with its breathtaking tilts literally gave the MYCOM guests another view of the world. The dynamic Audi RS models, but first and foremost the Audi R8 sports cars provided the software experts with some unforgettable memories. "The instructor-led courses with the Audi R8 on the handling track went down very well, as did the self-driven tours around Neuburg," stressed Ian Meakin. "I can recommend the Audi driving experience to anyone wholeheartedly."



>>> Dates and booking

On the following pages you will find details of dates, prices, everything you need to know about booking and organisation, as well as a preview of our winter 2016 programme

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Dates >> Audi training experience

Compact training	
Training vehicles	Audi S5 Sportback, Audi R8 5.2 FSI quattro and Audi Q models
Duration	1 training day
Dates Neuburg a. d. Donau	04.07. 10.10.
Price per person	€ 430,-
Brochure page	14

Advanced training			
Training vehicle	Audi S5 Sportback	Audi S5 Sportback	Audi A8 4.0 TFSI quattro
Duration	½ training day	1 training day	1 training day
Dates Neuburg a. d. Donau	08.08. (in the afternoon) 12.09. (in the afternoon)	09.05. 15.05. 13.06. (ladies' special) 25.07. 22.08. 29.08. 24.10.	
Dates Groß Dölln			18.07. 12.09.
Price per person	€ 290,-	€ 460,-	€ 460,-
Young drivers (up to age 25)		€ 290,-	
Brochure page	15	15	15

Intensive training		
Training vehicle	Audi S5 Sportback	Audi A8 4.0 TFSI quattro
Duration	2 training days Arrival previous evening incl. 2 overnight stays	2 training days Arrival previous evening incl. 2 overnight stays
Dates Neuburg a. d. Donau	11.05. - 13.05. 17.09. - 19.09.	
Dates Groß Dölln		25.09. - 27.09.
Price per person	€ 1.360,-	€ 1.360,-
Brochure page	16	16

	Executive driver training	Executive driver refresher	Executive driver training pro
Training vehicle	Audi A8 4.0 TFSI quattro	Audi A8 4.0 TFSI quattro	Audi A8 4.0 TFSI quattro
Duration	2 training days Arrival previous evening incl. 2 overnight stays	1 training day Arrival previous evening incl. 1 overnight stay	2 training days Arrival previous evening incl. 2 overnight stays
Prerequisites		Executive driver training recommended	Executive driver training recommended
Dates Neuburg a. d. Donau	08.04. - 10.04. 06.10. - 08.10.		
Dates Groß Dölln	09.06. - 11.06. 22.07. - 24.07.	23.09. - 24.09.	20.07. - 22.07. 21.09. - 23.09.
Price per person	€ 1.360,-	€ 860,-	€ 1.430,-
Brochure page	18	19	20

All prices are final prices (including statutory value added tax), accompanying person on request, for further information and bookings, please ring: +49 (0)841 - 89 3 29 00 or email to: drive@audi.de

Fuel consumption/emissions figures:

Audi S5 Sportback ▶ Fuel consumption in l/100 km: urban 10,2; extra-urban 6,3; combined 7,7; CO₂-emissions combined: 179 g/km; efficiency rating: C
 Audi A8 4.0 TFSI quattro ▶ Fuel consumption in l/100 km: urban 12,6; extra-urban 7,1; combined 9,1; CO₂-emissions combined: 213 g/km; efficiency rating: D
 Audi R8 V10 plus 5.2 FSI quattro ▶ Fuel consumption in l/100 km: urban 19,9; extra-urban 8,6; combined 12,9; CO₂ emissions in g/km: combined 299; efficiency rating: G

Dates >> Audi sportscar experience

	R8 basic experience	
Training vehicle	Audi R8 5.2 FSI quattro	Audi R8 5.2 FSI quattro
Duration	½ training day	1 training day
Dates Neuburg a. d. Donau	08.10. (in the afternoon) 31.10. (in the morning) 31.10. (in the afternoon)	11.04. 08.08. 12.09. (ladies´ special)
Price per person	€ 370,-	€ 790,-
Brochure page	28	28

	R8 exclusive experience	
Training vehicle	Audi R8 5.2 FSI quattro	Audi R8 5.2 FSI quattro
Duration	½ training day	½ training day
Dates Neuburg a. d. Donau	10.04. (in the morning) 29.06. (in the morning) 03.07. (in the morning) 11.09. (in the morning)	10.04. (in the afternoon) 29.06. (in the afternoon) 03.07. (in the afternoon) 11.09. (in the afternoon)
Total price	€ 700,- (1 participant) € 1.100,- (2 participants)	€ 800,- (1 participant) € 1.200,- (2 participants)
Brochure page	29	29

	Racetrack experience	
Training vehicle	Audi R8 5.2 FSI quattro	Audi R8 5.2 FSI quattro
Duration	1 training day Arrival previous evening incl. 1 overnight stay	1 training day Arrival previous evening incl. 1 overnight stay
Dates Eurospeedway	15.07. - 16.07.	
Dates Red Bull Ring	10.09. - 11.09.	
Dates Bilster Berg	18.06. - 19.06. 09.07. - 10.07.	
Dates Nürburgring		21.04. - 22.04. 13.10. - 14.10.
Dates Spa-Francorchamps		28.10. - 29.10. 29.10. - 30.10.
Price per person	€ 1.350,-	€ 1.500,-
Brochure page	30	30

	Racetrack pro experience	
Training vehicle	Audi R8 5.2 FSI quattro	Audi R8 5.2 FSI quattro
Duration	1 training day Arrival previous evening incl. 1 overnight stay	1 training day Arrival previous evening incl. 1 overnight stay
Dates Eurospeedway	16.07. - 17.07.	
Dates Red Bull Ring	11.09. - 12.09.	
Dates Nürburgring		22.04. - 23.04. 14.10. - 15.10.
Dates Spa-Francorchamps		30.10. - 31.10.
Price per person	€ 1.500,-	€ 1.650,-
Brochure page	32	32

Audi R8 LMS taxi rides

Can be booked after our events at Nürburgring, Spa-Francorchamps, Eurospeedway;
Price per person € 250,- (2 rounds)

All prices are final prices (including statutory value added tax), accompanying person on request,
for further information and bookings, please ring: +49 (0)841 - 89 3 29 00 or email to: drive@audi.de

Fuel consumption/emissions figures:

Audi R8 V10 plus 5.2 FSI quattro • Fuel consumption in l/100 km: urban 19,9; extra-urban 8,6; combined 12,9; CO₂ emissions in g/km: combined 299;
efficiency rating: G

Dates >> Audi race experience

	Licence training	Audi R8 LMS experience	Audi R8 LMS pro experience
Training vehicles	Audi R8 5.2 FSI quattro	Audi R8 5.2 FSI quattro Audi R8 LMS ultra	Audi R8 5.2 FSI quattro Audi R8 LMS ultra
Duration	1 training day Arrival previous evening incl. 1 overnight stay	1 training day Arrival previous evening incl. 1 overnight stay	1 training day Arrival previous evening incl. 1 overnight stay
Prerequisites	Racetrack training recommended	Racetrack training recommended	Racetrack training
Dates Neuburg a. d. Donau	08.04. - 09.04. 06.09. - 07.09.		
Dates Groß Dölln	18.06. - 19.06. 20.10. - 21.10.	19.06. - 20.06. 12.07. - 13.07. 18.10. - 19.10.	20.06. - 21.06. 13.07. - 14.07. 19.10. - 20.10.
Price per person	€ 1.500,-	€ 2.000,-	€ 2.800,-
Brochure page	40	42	43

	Individual motorsport training	Audi R8 LMS customer sport
Training vehicles	Audi R8 5.2 FSI quattro Audi R8 LMS ultra Audi TT cup	Audi R8 LMS ultra
Duration	1 training day Arrival previous evening incl. 1 overnight stay	Racing incl. overnight stays
Prerequisites		motorsport licence, motorsport experience, profound knowledge Nürburgring Nordschleife
Dates Groß Dölln	on request	
Dates Nürburgring		14.03. (VLN Testday, trainings opportunity) 11. - 12.04. (Qualification race 24h Nürburgring) 24. - 25.04. (VLN race 2 Nürburgring) 14. - 17.05. (24h Nürburgring) 03. - 04.07. (VLN race 4 Nürburgring) 21. - 22.08. (VLN race 6 Nürburgring) 04. - 05.09. (VLN race 7 Nürburgring) 02. - 03.10. (VLN race 8 Nürburgring) Dates race preparation on request
Price per person	on request	€ 2.800,- (race preparation) € 14.000,- (VLN racing) € 16.500,- (as of the 2. VLN racing) € 17.500,- (qualifying race 24h) € 29.500,- (24h race Nürburgring)
Brochure page	44	46

Dates >> Audi tour experience

	Road experience Audi R8 Spyder Alpine tour	Road experience Audi R8 Spyder Dolce Vita tour	Road experience Audi R8 Spyder Tuscany tour
Vehicle	Audi R8 Spyder 5.2 FSI quattro	Audi R8 Spyder 5.2 FSI quattro	Audi R8 Spyder 5.2 FSI quattro
Duration	3 driving days incl. 2 overnight stays	4 driving days incl. 3 overnight stays	5 driving days incl. 5 overnight stays
Route¹	Munich – Rottach-Egern – Kitzbühel – Großglockner – Lienz – Kitzbühel – Seefeld – Munich	Munich – St. Walburg – Verona – Gargnano – Seefeld – Munich	Munich – Barberino – Siena – Montepulciano – Gargnano – Munich
Dates	03.07. - 05.07. 25.09. - 27.09.	27.06. - 30.06. 19.09. - 22.09.	18.06. - 23.06. 30.09. - 05.10.
Price per person	€ 2.000,- in single room € 1.800,- in double room	€ 2.600,- in single room € 2.300,- in double room	€ 3.350,- in single room € 3.050,- in double room
Brochure page	50	52	54

	Brand experience Audi Altmühl Valley tour	Brand experience Audi South Tyrol tour
Vehicles	Audi R8 Spyder 5.2 FSI quattro Audi RS 7 Sportback	Audi R8 Spyder 5.2 FSI quattro Audi RS 7 Sportback
Duration	½ driving day	3 driving days incl. 2 overnight stays
Route	Neuburg a. d. Donau - Eichstätt - Dietfurt - Riedenburg - Neuburg a. d. Donau	Neuburg a. d. Donau – Meran – St. Walburg - “Rosengarten” route – Neuburg a. d. Donau
Dates	on request	on request
Price per person²	€ 520,-	€ 1.250,- in single room € 950,- in double room
Brochure page	56	56

All prices are final prices (including statutory national value added tax), accompanying person on request, only active participation in the events of Audi tour experience possible, for further information and bookings, please ring: +49 (0)8 41 – 89 3 29 00

¹ Subject to change, ² Please note that the tour price only includes the initial tank of fuel.

Fuel consumption/emissions figures:

Audi RS 7 Sportback ▶ Fuel consumption in l/100 km: urban 13,3; extra-urban 7,3; combined 9,5; CO₂ emissions in g/km: combined 221; efficiency rating: E
Audi R8 Spyder 5.2 FSI quattro ▶ Fuel consumption in l/100 km: urban 20,5; extra-urban 9,2; combined 13,3; CO₂ emissions in g/km: combined 310; efficiency rating: G
Audi R8 V10 plus 5.2 FSI quattro ▶ Fuel consumption in l/100 km: urban 19,9; extra-urban 8,6; combined 12,9; CO₂ emissions in g/km: combined 299; efficiency rating: G



>> Event information

Convinced? If you have already found the ideal event and date for you, simply send us your registration using the enclosed form. We will be in touch promptly with all the remaining information you need. Do you still have any questions or need additional information?

You can find the answers to the most frequently asked questions here:

- ▶ For events that are part of the Audi tour experience vehicles are covered by fully comprehensive insurance with a €1,000 excess.

- ▶ The vehicles for the training courses and tours are provided by Audi, and there will be two participants in each vehicle, unless stated otherwise.

- ▶ Fuel costs (apart from Brand experience events) and meals are included in the price, as are accommodation costs for events lasting more than one day.

- ▶ Please note that accommodation and meals can be arranged for an accompanying person on request, but neither will they be able to actively participate in the events, nor will other activities be organised for them. Audi tour experience events, where only active participation is possible, are the exception to this.

- ▶ Minors may only attend events if another accompanying person, who is not actively taking part in the event, assumes responsibility for their supervision.

- ▶ Vouchers for driving training events can be ordered by contacting us as indicated below.

- ▶ Please note that participants will have to make their own arrangements for any additional accommodation requirements. We will gladly provide you with contact details of the relevant hotel.

Should you have any other questions or require further information, our team will be pleased to assist you.

Phone: +49(0)841 – 89 3 29 00
 Fax: +49(0)841 – 89 84 3 29 00
 E-mail: drive@audi.de
 Internet: www.audi.com/driving

If you are interested in organising an exclusive training event, mail your inquiry to us at incentive@audi.de.

You will find our full conditions for participation and General Terms and Conditions on pages 74 and 75. Additional registration forms can be requested at any time by simply ringing us on the above telephone number or visiting our website.

Information on driving in Audi motorsport vehicles

To ensure everything runs smoothly when you take part in the Audi race experience training course with the Audi R8 LMS ultra or the Audi TT cup, please note the following:

- ▶ Due to the restricted room in the cockpit of a racing car and the tight space for getting in and out, participants must not be taller than 2.00 m and not be heavier than approx. 100 kg. The proportional distribution of body weight and height is decisive in this respect.

- ▶ You should not have any physical impairments or restrictions of the musculoskeletal system. Neither should you suffer from claustrophobia.

- ▶ To take part in a Racetrack training course you need to be physically fit since your body will be subjected to high loads when driving on the racetrack.

- ▶ For the training course in the Audi R8 LMS ultra or the Audi TT cup, Audi driving experience will supply you with fire-proof racing overalls, a helmet and balaclava.

- ▶ Well-fitting shoes must be worn, or in the case of female participants well-fitting shoes with no heels. The soles should be made out of rubber, leather soles are not suitable.

- ▶ Please note that all the recommendations help make the experience in the Audi R8 LMS ultra or Audi TT cup racing car as safe as possible.

- ▶ **If we still have safety concerns despite all these precautions, you will appreciate that we must reserve the right in individual cases to exclude participants from driving the Audi R8 LMS ultra or the Audi TT cup on the racetrack!**

- ▶ **The aforementioned points also need to be taken into account when booking Audi R8 LMS ultra taxi rides!**

Registration

Please complete the form in print and either send it by e-mail to drive@audi.de, by fax to +49 (0) 841/89-84 3 29 00 or by post to: AUDI AG ▶ Audi driving experience ▶ 85045 Ingolstadt (Please complete an application for each individual participant. All fields with * must be filled out to ensure processing can be done properly)

Event* _____

Venue/date* _____

Departure airport _____

Single room Double room

Invoicing address
(if different from participant) _____

Company _____

Contact (Surname/First name) _____

Address _____

City, Postal/Zip Code _____

Telephone contact _____

Tax ID no. _____

Please observe the conditions of participation and include the appropriate written verification with your registration, if applicable!

Accommodation in the case of training courses with an overnight stay: Please note that, as a rule, single rooms will be booked for you. We are happy to offer you accommodation in a double room if booking a passive accompanying person or another participant..

Send a voucher

I have read and understood the General Terms & Conditions (pages 74 and 75) and accept them. By signing this form, I agree to assume responsibility both for the contractual obligations of the participants I have registered and for my own. The contract based on this booking will only come into being once the booking confirmation has been sent and received. Until that point, no contract exists between me and AUDI AG.

_____	_____	_____
Place, date	Name (in block capitals)	Signature of invoice recipient
Schedule and information about the journey send to:		<input type="checkbox"/> Participant <input type="checkbox"/> Invoice recipient

Participant

Surname/First name* _____

Date of birth _____

Address* _____

City, Postal/Zip Code* _____

Telephone and/or mobile phone* _____

E-mail* _____

Passive accompanying person (except Audi tour experience)

Surname/First name _____

Date of birth _____

I have read and understood the General Terms & Conditions (pages 74 and 75) and accept them. By signing this form, I agree to assume responsibility both for the contractual obligations of the participants I have registered and for my own. The contract based on this booking will only come into being once the booking confirmation has been sent and received. Until that point, no contract exists between me and AUDI AG.

_____	_____	_____
Place, date*	Name (in block capitals)*	Signature, participant*

Payment possibilities

- Bank transfer**
Please transfer payment into the following account, providing the invoice number:
Commerzbank AG Ingolstadt
SWIFT: COBADEFF721 ▶ IBAN: DE67 7214 0052 0191 1007 00
- Redeeming a voucher**
Voucher no.: _____
If the chosen training course is more expensive than the value of the voucher, you will be invoiced for the difference.

Declaration of consent under data protection law:
So that we can provide you with the best possible service in future and send you information about new products and services, we require your consent. The following declaration of consent is made voluntarily and may be withdrawn at any time..

- I hereby consent to the personal details above being collected, processed, transmitted and used by AUDI AG, the companies of the Volkswagen Group and Audi partners (dealers and workshops) for the purpose of customer service, customer surveys and providing customer information tailored to my own individual needs.

- I wish to receive individually tailored information by e-mail. I wish to receive individually tailored information by telephone/text message.

Place, date _____

Signature _____

>> General terms and conditions of AUDI AG for the driver training and experience events of the Audi driving experience

Participation in the driving training/driving experience events offered by AUDI AG (hereinafter: „Organizer“) under the umbrella of the Audi driving experience is subject to the following terms and conditions:

§ 1 Registration

1. The registration is binding in accordance with legal provisions (Sections 145 to 147 of the German Civil Code [BGB]). By sending in the booking form (registration), the registrant offers to conclude a contract with the Organizer. The contract is concluded upon the registrant's receipt of the written booking confirmation issued by the Organizer.
2. If the content of the booking confirmation differs from the content of the registration, the Organizer shall expressly draw the registrant's attention to this in the booking confirmation. The Organizer is bound to this new offer for 10 days. The contract is concluded on the basis of this new offer if the registrant notifies the Organizer of his acceptance of the offer within 10 days.
3. The recipient of the event documents is obliged to immediately check the documents received to ensure that they have been issued correctly (name, event details, event location, etc.) and to make a complaint at once if they have been incorrectly issued. The recipient of the event documents must notify the Organizer without delay if he has not received these documents five days before the start of the event or before the start of travel at the latest.
4. In addition to the people registered by him (participants) the registrant is liable as a joint and several debtor as far as legally permissible.
5. The confirmed date of the event is binding.

§ 2 Organization/Conditions of implementation

1. Participants registered as drivers must have a valid driving license permitting them to drive passenger vehicles on the date of the event. The participant undertakes to allow the Organizer to inspect his driving license before the start of the event. If the driver does not meet these conditions for participation on the date of the event, the Organizer is entitled to withdraw from the contract. In this case, Section 9 para. 1 of these General Terms and Conditions applies accordingly.
2. Should the driver be banned from driving before the event is carried out, the driver undertakes to notify the Organizer of this fact without delay. In such a case, the Organizer is entitled to withdraw from the contract. In this case, Section 9 para. 1 of these General Terms and Conditions applies accordingly.
3. The vehicles for the events are provided by the Organizer as a basic principle. Participants have no entitlement to a specific vehicle model. Confirmation of a booked vehicle type is given subject to the availability of this vehicle type. The Organizer is entitled to provide the participant with an equivalent vehicle as far as possible.

§ 3 Payment

The event fee is due and payable upon receipt of the booking confirmation and must be paid in full eight weeks before the start of the event at the latest (bookings made within eight weeks before the start of the event are payable immediately). If the event fee has not been paid in full four weeks before the start of the event, the Organizer is entitled to withdraw from the contract and demand damages at 50% of the event fee, provided that there was not already some defect entitling withdrawal at such time. The registrant is at liberty to demonstrate that the Organizer did not actually suffer any loss or suffered a much smaller loss. The registrant and/or the participant(s) shall not be entitled to assert any claims against the Organizer in such a case.

§ 4 Services and changes

1. The services and fees that are contractually agreed are stated in the service descriptions in the Organizer's information package, as they became a basis of the contract, and in the information referring to these in the booking confirmation, as it became a basis of the contract.

2. Before conclusion of contract, the Organizer can change the information provided in the brochure. The participant shall naturally be informed of any such change before booking.
3. Should the participant not use individual services already paid for due to reasons for which he is responsible, the Organizer can only grant a partial reimbursement if the service provider issues a credit note, but not if the services in question are completely insignificant.
4. Changes to or deviations from individual services compared to the agreed content of the contract, which become necessary after conclusion of contract and which are not made in breach of good faith by the Organizer, are permitted without the approval of the participant only if the changes and deviations are not significant and do not adversely affect the overall concept of the booked event. Any warranty claims remain unaffected insofar as the changed services are defective. The Organizer is obliged to immediately notify the participant of any changes to or deviations from services. Should the changes or deviations be significant and change the character of the event, the participant shall be offered the opportunity to change the booking or withdraw from the contract free of charge by the Organizer.

§ 5 Accident insurance and participant liability

1. The Organizer shall take out an accident insurance policy for the participant to cover the risks of an accident during the events (resulting in death or disability). The accident insurance is included in the event fee.
2. In the event of the participant being responsible for damage caused to the vehicles provided, the participant must pay the Organizer the sum of up to € 5,000.00. The participant is free to demonstrate that absolutely no damage or loss in value was incurred, or that the damage or loss in value was of a far lesser extent. The Organizer may exempt the participant from this obligation if the damage was caused during a driving exercise in which the participant can be shown to have followed the instructor's directions. If the participant acted with intent or gross negligence, the participant will be liable for the full extent of the damage caused.

§ 6 Liability

1. The Organizer, its legal representatives and vicarious agents are liable for damage or injury suffered by the participant only if this was caused by the Organizer, its legal representatives or vicarious agents acting with intent or gross negligence. The above limitation of liability does not apply to damages arising from loss of life, physical injury or impairment to the participant's health.
2. Contrary to Section 6 para. 1, in the case of events as defined by Section 651 a of the German Civil Code (Travel), the contractual liability of the Organizer is restricted to a maximum of three times the travel costs for damage other than physical injury, insofar as the damage suffered by the traveler is not due to intent or gross negligence on the part of the travel Organizer. The limitation of liability to three times the travel costs also applies insofar as the travel Organizer is responsible for damage suffered by the traveler solely due to the fault of a service provider. Should international conventions apply to a service to be provided by a service provider, or statutory regulations based on such conventions, specifying that a claim for damages can only be asserted under certain conditions or with certain limitations, the Organizer may invoke these conventions or statutory regulations.
3. In the event of a defect, the participant may demand damages irrespective of a reduction in the fee or termination, unless the defect in the event is due to a circumstance for which the Organizer is not responsible.
4. The hirer may only let a third party use the vehicle within the terms of the contract and only after first obtaining the express, written consent of Audi. It is forbidden to rent the vehicle to anyone else. The participant/driver is aware that if he lets a driver who has not been authorized by the Organizer use a vehicle that has been provided to him, the vehicle will not be covered by the insurance protection detailed under Section 5 para. 1.

§ 7 Withdrawal by the registrant

1. The registrant is entitled to withdraw from the contract at any time.
2. Should the registrant withdraw from the contract or if he or the third party registered by him does not take part in the event, the Organizer may demand compensation for the arrangements made and for its expenditures. When calculating the compensation, other possible customary uses of the travel service must be taken into account. For this compensatory claim, the Organizer can make a flat-rate percentage deduction based on the fee depending on how long before the contractually agreed start of the event the withdrawal is made:
 - a. from the booking date up to 56 days before the start of the event: 10% of the event fee, with a minimum however of € 50
 - b. from 55 days before the start of the event: 50% of the event fee
 - c. five days or less before the start of the event or a no-show without prior notification: 100% of the event fee
3. The registrant is at liberty to demonstrate that the Organizer did not actually suffer any loss or suffered a much smaller loss. The notice of withdrawal must be given in writing. The date on which the notice of withdrawal is received by the Organizer determines which of the abovementioned cancellation periods applies.
4. The Organizer is entitled to offset the amount specified under para. 2 against event fees already paid. Otherwise, any event fees already paid will be reimbursed to the registrant.

§ 8 Termination, withdrawal by the Organizer

1. The Organizer can terminate the contract without observing a notice period once the event has started if the participant or a third party escorting him severely disrupts the implementation of the event despite receiving an official warning from the Organizer, or if the participant acts in breach of contract in any other manner such that the Organizer cannot be reasonably expected to adhere to the contract. The Organizer expressly points out in this context that participants must behave in a disciplined fashion throughout the driving training/driving experiences at events, and must follow the directions of the Organizer's instructors. During the driving training/driving experiences, there is a complete ban on alcohol (0.00 per mil) and drugs, as well as on any other intoxicating substances which impair or might impair the participant's ability to drive. In these cases, the Organizer is still entitled to claim the event fee. However, the Organizer must allow the value of any saved expenses and the benefits arising from putting unused services to a different use, including any reimbursements by service providers, to be deducted from the event fee. Any additional costs for return transport must be paid by the participant in these cases. The participant also bears the burden of proof that the Organizer saved itself more expenses than were reimbursed or was required to pay lower additional costs for the return transport than were demanded.
2. The Organizer can withdraw up to 30 days before the start of the event:
 - if an expressly stipulated minimum number of participants is not reached. The Organizer will, of course, inform the participant if it becomes apparent at an earlier time that the minimum number of participants cannot be reached.
 - if the Organizer cannot be reasonably expected to hold the event after all possibilities have been exhausted and all interests have been considered. However, the Organizer has no right of withdrawal if it is responsible for the circumstances causing the unfeasibility (e.g. errors in its calculations) or is unable to provide evidence of such circumstances. The notice of withdrawal shall be sent to the participant without delay. In case of cancellation, the Organizer shall refund the fee to the registrant. All further claims of the registrant and/or the participant(s) are excluded.

§ 9 Exceptional circumstances

1. If the event is made significantly more complicated or is endangered or impaired as a result of a force majeure event (e.g. war, civil commotion, strike, natural disasters) which could not be foreseen upon conclusion of

contract, both the participant and the Organizer may cancel the contract. The Organizer shall then immediately repay the fee paid, but may demand compensation for services already provided or still to be provided before the event finishes.

2. Should notice of termination be given after the start of the event, the Organizer is obliged to take the necessary steps, in particular for the return transport of the participant if this is contractually agreed. The additional costs for the return transport are shared equally by the parties. Any other additional costs must be paid by the participant.

§ 10 Exclusion of claims, limitation of time for events as defined by Section 651a of the German Civil Code (Travel)

1. The participant must file claims based on the provision of travel which is not as per contract with the Organizer, AUDI AG, 85045 Ingolstadt, Germany, within one month of the date of the return journey as specified in the contract. After the expiry of this deadline, the participant is only permitted to still file claims if he was not at fault for failing to comply with the deadline.
2. The traveler's contractual claims become time-barred one year after the contractually agreed end of travel. This does not apply to traveler's claims arising from loss of life, physical injury or impairment to health or to any other claims resulting from an intentional or grossly negligent act on the part of the Organizer and/or its legal representatives and vicarious agents. The limitation of time is suspended until the date on which the Organizer rejects the claims filed by the participant in writing. Claims based on tort become time-barred after three years.

§ 11 Miscellaneous

1. The participant is responsible for complying with the passport, visa and health regulations of the country in which the event is being held. The participant is accountable for any disadvantages arising from the failure to comply with these regulations.
2. Customs and currency regulations are applied very strictly in certain countries. The participant should find out exactly what these regulations are and follow them without fail.
3. The same applies to compliance with the conditions of service providers (e.g. conditions of carriage, baggage allowances of airlines, etc.) of which the participant was informed by the Organizer.

§ 12 Severability Clause

The invalidity of individual provisions of the contract shall not result in the invalidity of the entire contract. The same applies to the present travel conditions.

§ 13 Written form

The written form shall apply to this contract. Verbal statements have no validity. Any amendments or additions to this contract must be made in writing.

§ 14 Place of jurisdiction/Governing law

1. Ingolstadt, Germany is the place of jurisdiction for all current and future claims arising from business relations with general merchants, with persons who do not have a place of general jurisdiction in Germany and with persons who have moved their place of residence or customary abode to a foreign country after conclusion of contract or whose place of residence or customary place of abode is unknown at the time when the legal action is brought, as well as for litigation as a defendant with such persons.
2. The laws of the Federal Republic of Germany govern any disputes arising under or in connection with this contract exclusively.



>> Winter 2016

Satisfied customers speak for themselves – and have made us one of the most successful providers of winter training courses.

After an exciting summer season, we will of course have another equally stimulating and wide-ranging programme of events in store for you during winter 2016.

Apart from a wide range of classic driver training courses, Audi training experience also once more offers extraordinary, exhilarating, driving experiences as part of our Audi ice experience.

Experience driving safety and pleasure in a magical winter wonderland at our training courses in Seefeld in the Austrian Tyrol or Saalbach Hinterglemm. Driving training on ice poses a very special challenge and calls for excellent coordination and fast reactions.

Once again, the absolute highlights will be our experience training events in Scandinavia. There we offer everything that the enthusiastic driver could possibly desire.

The following page provides an overview of our winter training events and the places where they are held. You will be able to whet your appetite come autumn 2015 when the latest information and further details are published in the winter brochure, or visit our website at: www.audi.com/driving.





>> Overview of winter 2016 programme

>> Audi training experience

- ▶ Advanced training
- ▶ Drift training
- ▶ Advanced and Drift training
- ▶ Ice challenge
(Prerequisite: Finland experience, Sweden experience or Drift training)
- ▶ Executive driver training
- ▶ Executive driver compact training
- ▶ Executive driver training pro
(Prerequisite: Executive driver training recommended)

The Audi training experience events are held in January and February in Seefeld in the Austrian Tyrol and in Saalbach in the province of Salzburg.

>> Audi ice experience

- ▶ Sweden experience
- ▶ Sweden pro experience
(Prerequisite: Finland experience, Sweden experience or active motor racing experience)
- ▶ Finland experience
- ▶ Finland pro exclusive experience
(Prerequisite: Finland experience, Sweden experience or active motor racing experience)

The Audi ice experience events are held from January to March in Arvidsjaur/Sweden and in Muonio/Finland.

>> Audi tour experience

- ▶ Audi North Cape tour
Route: Muonio – Kilpisjärvi – Tromsø – Alta – Honningsvåg – North Cape – Alta – Muonio
- ▶ Audi Altmühl Valley tour
Route: Neuburg a. d. Donau – Eichstätt – Riedenburg – Neuburg a. d. Donau

The tours are held upon request.

>> Audi individual experience

You can also book an exclusive driving training course in winter too as an incentive for your company or as an exclusive event with guests and friends. Please appreciate that exclusive training events as well as individual driving and brand experiences organised in the winter are subject to the availability of the training venue and of the desired vehicles.

Winter courses may be subject to change.



Further information is available
online by visiting
<http://www.audi.com/driving>

or by contacting

AUDI AG
Audi driving experience
D 85045 Ingolstadt

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