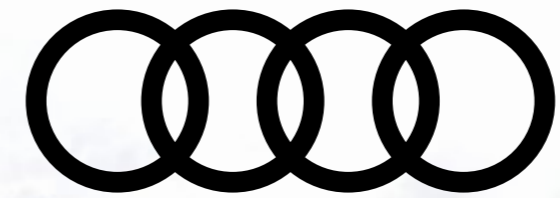


Audi driving experience

Summer programme 2017



Audi Sport racing academy

Summary of the first year

A dream car in a dream setting

First ride with the new Audi R8 Spyder

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

or by contacting

AUDI AG
Audi driving experience
D 85045 Ingolstadt

Correct as at 01/2017
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Subject to change

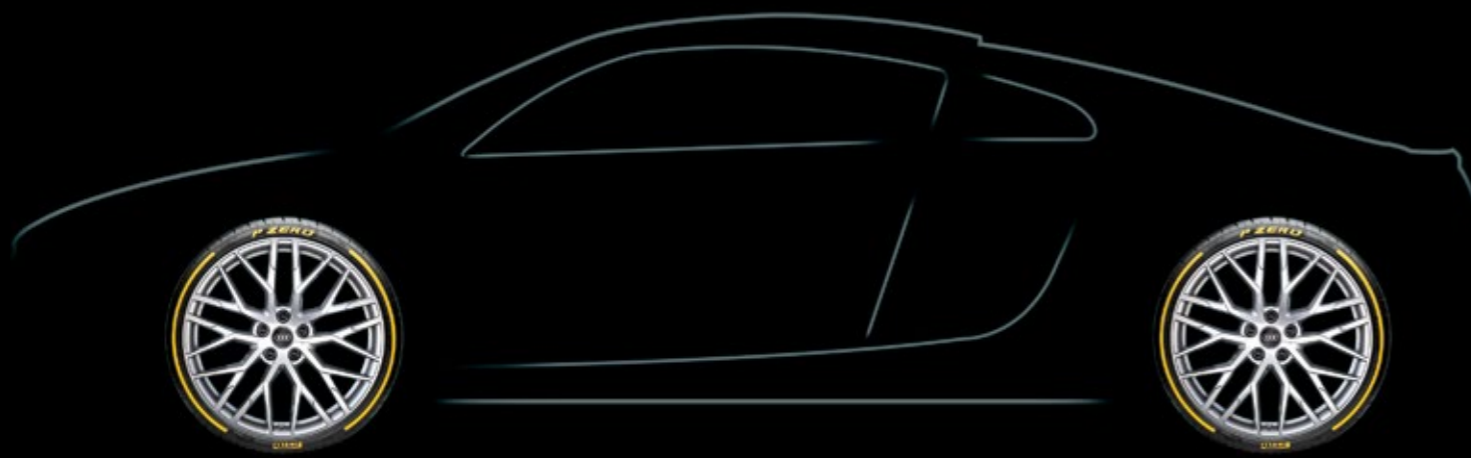
Partner of Audi driving experience



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The new P ZERO™ tyres are already available, however the coloured version shown here is a limited edition and available in selected sizes only. For further information, please contact us at limitededition@pirelli.com



POWER IS NOTHING WITHOUT CONTROL

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Start

Let the 2017 summer season begin

Experience the passion of the Four Rings with Audi driving experience – with that in mind we would like to bid you a warm welcome to the 2017 summer season. Tours through the most beautiful regions, training courses at the limit in first-class facilities, and all that together with a professional, enthusiastic team at the wheel of Audi's most dynamic models. Feel the beat of the brand's pulse.

We present to you the world of the Audi driving experience in reports from the Audi Sport racing academy through to the maiden tour of the new Audi R8 Spyder V10 through the magnificent Alpine regions. The comprehensive course portfolio ranges from fun-packed tours through to challenging driver

training courses. Starting in 2017, all the driving experiences in the Audi sportscar experience and the Audi race experience have been bundled to create the **Audi Sport experience**.

This year too, the Audi R8 V10 Coupé is ready to leap into the "Green Hell" to give participants the Nordschleife experience on the Nürburgring. The popular training courses with the GT3 racing car, the Audi R8 LMS, round off the line-up with Audi's most powerful models.

Whether compact training or the thrilling driving experiences: the Audi driving experience combines professional training with driving pleasure, even on internationally renowned racetracks.

So participants improve their own driving technique with Audi and can hone their basic skills. All of which enhances road safety and increases fun at the wheel. And in doing so customers enjoy the dynamic strengths of Audi's models, thanks in no small part to the legendary quattro drive.

Audi tour experience offers intensive, varied driving experiences in the most stunning landscapes. The new Audi R8 Spyder V10 turns every bend and every pass on the way through the Alps and to Lake Garda into an unforgettable experience.

Audi individual experience gives customers the opportunity to design their experience themselves. Whatever you want to achieve,

Audi will gear its courses to your individual wishes.

Audi driving experience combines unique experiences and fantastic moments in its programmes. Many customers have already taken advantage of the outstanding quality standards of the driving experiences and the personnel. So, enter the fascinating world of the Audi driving experience – one of the most successful providers of events focusing on driving safety and fun at the wheel.

Welcome to dynamics, passion and fascination.

Welcome to Audi driving experience.

Audi Sport racing academy Summary of the first year

Successful début year: Audi driving experience extended its portfolio in 2016 and for the first time supported three young racing drivers in their career – including their first successes on the racetrack.

In the 2016 season, for the first time Audi driving experience offered a top-class sponsorship programme for talented young drivers. Three young drivers – Sheldon van der Linde, Nicklas Nielsen and Vivien Keszthelyi – received comprehensive training in the course of the season. In winter training in Austria, ice driving in Finland or test drives on European racing circuits, they were prepared for the subsequent race meetings.

“Professional motorsport is about much more than just driving fast,” says coordinator Sepp Haider. “You also have to cut a good figure when appearing in public and be able to talk to engineers in detail about the setup of the racing car. In the Audi Sport racing academy we have created an excellent programme to support and encourage the motorsport stars of tomorrow in their initial development.” The programme has been created on several levels to match the experience of the drivers. The sponsored drivers are given specific targets and are supported by an experienced mentor, permanently assigned to them, for any questions or problems they may have.

For the three drivers of the Audi Sport racing academy the comprehensive preparation was followed by their first race meetings. And the début season of the new project already brought the first successes. 17-year-old South African Sheldon van der Linde and Dane Nicklas Nielsen, two years his senior, competed in the Audi Sport TT Cup and as rookies they actually still had the title in sight before the season finale.

Nielsen, who had celebrated his first overall victory on the circuit in the sand dunes of Zandvoort, secured the rookie title and took third place in the overall classification.

Sheldon van der Linde even managed to take the top spot on the podium a total of four times in the 2016 season, ending up in second place in the rookie rankings and fourth overall in the Audi Sport TT Cup.

16-year-old Vivien Keszthelyi competed in the Hungarian HTCC in an Audi TT cup race car and ended the season in first place.

Following the successes of its début season, the Audi Sport racing academy is set to extend its programme to include GT3 racing.





Audi Sport Orientation 2017

Motorsport at AUDI AG is getting a new line-up in 2017. Along with top-class touring car racing in the DTM, the portfolio will for the first time also include single-seater formula racing and rallycross. The coordination of all the programmes, including the Audi driving experience, will be based in Neuburg an der Donau.

DTM

The DTM will once again be a key element of the Audi Motorsport programme in 2017. Since 1990 the brand with the Four Rings has won the drivers' championship nine times and the manufacturers' championship three times in this highly prestigious touring car series. There are currently three German premium manufacturers involved in the DTM. In the 2016 season the Audi RS 5 DTM was the most successful car, as it had been the year before, with ten wins in 18 races. Audi won the brand rankings, with Audi Sport Team Abt Sportsline taking the team title. The 2017 season will see the successor model to the RS 5 DTM, in which six Audi drivers will be lining up to fight once more for victories, points and the title.

Formula E

Formula E is the world's first race series for purely electrically powered vehicles. Audi Sport has been the named sponsor of

Team ABT Schaeffler Audi Sport since the first Formula E season in 2014/2015, providing one of its works drivers, Brazilian Lucas di Grassi. The team has also been able to make use of the Audi infrastructure in Neuburg. For the 2016/2017 season Audi is intensifying the existing partnership with financial and technical support. For the 2017/2018 season Audi is gradually starting development with the aim of a full works commitment, in close collaboration with technology partner Schaeffler.

FIA World Rallycross Championship

Audi is adding another new project to its works involvement in motorsport. From the 2017 season the FIA World Rallycross Championship (World RX) will form the third element of works competition, alongside Formula E and DTM. Audi will be integrating the EKS Team of World Rallycross Champion Mattias Ekström into the works motorsport programme with immediate effect.

The Swedish driver formed "EKS" at the start of 2014 and with great personal commitment he has taken it to world leadership in only three years. In the 2016 season, with the Audi S1 EKS RX quattro, "EKS" won both the world drivers' championship and the world team championship against strong competition.

A dream car in a dream setting

The tour of your dreams becomes reality: in late-September, a small team of the Audi driving experience sets off toward South Tyrol, exploring a fabulous route through one of Europe's most beautiful regions in the new Audi R8 Spyder. The aim is that customers will be able to enjoy the breathtaking dynamics of the new sports car for a whole three days against the unique backdrop of the Dolomites, which were named a UNESCO World Heritage site in 2009. The journey starts in Munich; Rottach-Egern is the first station on the route. In the Seehotel Überfahrt, with 15 Gault Millau points to its name, Christian Jürgens conjures up an Italian menu for the participants. Duly refreshed, the journey from Austria continues towards South Tyrol over the Jaufen Pass – a route which the Audi R8 Spyder takes in its stride. In the heart of South Tyrol between the Ötztal Alps and the Sarntal Alps the mountain pass at an altitude of more than 2,000 metres is the perfect place to enjoy the sound and power of the V10 engine. The Hotel Arosea Life Balance provides visitors with overnight accommodation once they arrive at St. Walburg, their final destination for the day. The Stauder family welcomes guests in their designer and nature hotel, which offers everyone the opportunity to recharge their batteries in an ambience that is as environmentally friendly as it is luxurious.

On day 2, the Audi customers enjoy an extravagant Alpine panorama on a loop past Bolzano over the Sella Pass, the Grödner Pass and the Pordoi Pass. Cruising with the 540-hp mid-engine sports car becomes a pleasure on the narrow mountain roads. The Audi R8 Spyder

impressively conveys its intensive roadster feeling on some 120 kilometres to the midday stop-off point: The suspension ensures perfect roadholding while passengers can enjoy an open-air experience with the hood down. Landscape, topography and nature inundate the two-seater cockpit of the high-performance model with first-hand impressions. All of which leaves you wanting more after the next culinary stop. In Wolkenstein in the Val Gardena the Mussner family welcomes the Audi tour team to a typical southern Tyrolean lunch. The Mountain Lodge Hotel Chalet Gerard offers Ladin comfort in four-star quality. Mother Helga has prepared typical southern Tyrolean specialities. The route via Eppan along the South Tyrolean Wine Road back to the Val d'Ultimo to the Hotel Arosea conjures up automotive emotions, which round off the evening with sporty lightness.

The return trip on the third and last day once again combines undiluted Alpine pleasure with robust sports car driving pleasure: past Meran, the tour heads toward the Timmelsjoch High Alpine Road. Covering 30 kilometres along the route the teams tackle an altitude difference of almost 1,800 metres, including the last 800 metres with winding roads on the steep mountain slope. The Audi R8 Spyder is entirely in its element. Soon the drivers leave the Italian border behind them and make for the InterAlpen-Hotel Tyrol in Seefeld. Head chef Mario Döring serves the guests Austrian delicacies for lunch. On the remaining 170 kilometres to Munich, it is time to bid farewell to the performance athlete with the Four Rings.

The team

Dedicated and passionate

Our team of specially trained and highly qualified instructors is there to provide you with first-rate detailed knowledge and ensure you experience pure driving enjoyment. Part of Audi driving experience for many years and boasting a wealth of motorsport experience and profound specialist know-how, they are highly competent and professional – and pursue a single goal: to constantly hone your driving skills on the road.

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 enquiries and 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”

In the 2017 summer season you can expect to find an attractive vehicle fleet, including the new Audi R8 Spyder V10. The high-torque engines and the quattro drive add up to an experience packed with high tech in dynamic training vehicles.

design and equipment features depict “Vorsprung durch Technik” in superlative fashion.

Get a taste of our passion for engineering, design and efficiency. Feel the heartbeat of Audi, experience pure driving pleasure.

A synthesis of exhilarating technology, style and agility. Impressive driving dynamics, pioneering technologies together with exclusive

Audi S4 Avant



Engine type: V6 petrol engine > **Drive type:** quattro
Transmission type: 8-speed tiptronic > **Displacement:** 2.995 cc
Max. power output: 260 kW (354 hp) > **Max. torque:** 500 Nm
Top speed: 250 km/h > **0-100 km/h:** 4,9 s

Audi A8 4.0 TFSI quattro



Engine type: V8 petrol engine > **Drive type:** quattro
Transmission type: 8-speed tiptronic > **Displacement:** 3993 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 Q7 3.0 TFSI quattro



Engine type: V6 petrol engine > **Drive type:** quattro
Transmission type: 8-speed tiptronic > **Displacement:** 2.995 cc
Max. power output: 245 kW (333 hp) > **Max. torque:** 440 Nm
Top speed: 250 km/h > **0-100 km/h:** 6,1 s

Audi TT RS Coupé



Engine type: Line 5-cylinder petrol engine > **Drive type:** quattro
Transmission type: 7-speed S tronic > **Displacement:** 2.480 cc
Max. power output: 294 kW (400 hp) > **Max. torque:** 480 Nm
Top speed: 250 km/h > **0-100 km/h:** 3,7 s

Audi R8 Spyder V10



Engine type: V10 petrol engine > **Drive type:** quattro
Transmission type: 7-speed S tronic > **Displacement:** 5204 cc
Max. power output: 397 kW (540 hp) > **Max. torque:** 540 Nm
Top speed: 318 km/h > **0-100 km/h:** 3,6 s

Audi R8 V10 plus Coupé



Engine type: V10 petrol engine > **Drive type:** quattro
Transmission type: 7-speed S tronic > **Displacement:** 5204 cc
Max. power output: 449 kW (610 hp) > **Max. torque:** 560 Nm
Top speed: 330 km/h > **0-100 km/h:** 3,2 s

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 Audi driving experience at the following course venues and tour destinations in summer 2017:

○ Audi training 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)

● Audi Sport experience

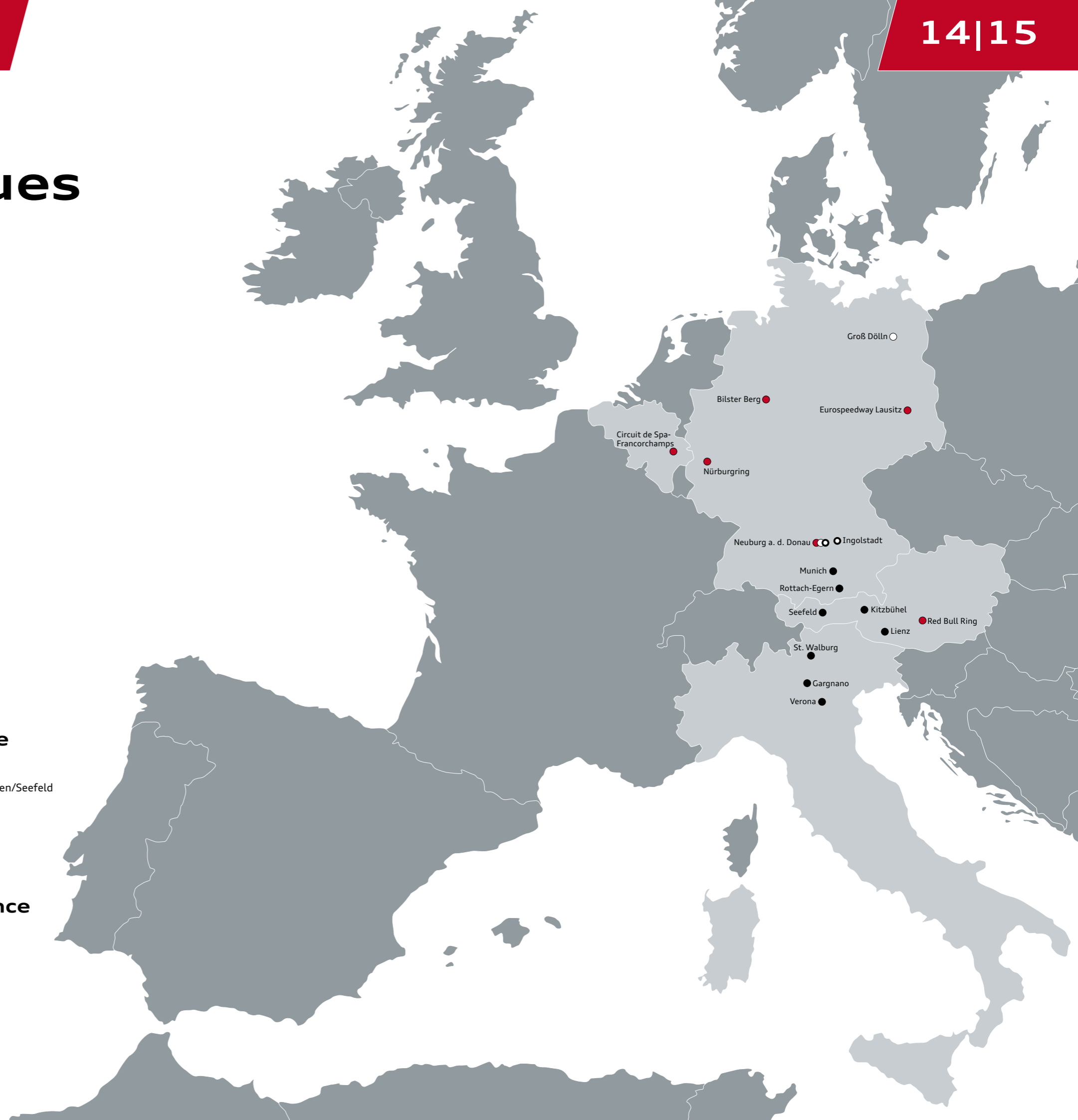
- ▶ **Neuburg an der Donau – Germany**
(approx. 20 km west of Ingolstadt in Bavaria)
- ▶ **Eurospeedway Lausitz – Germany**
(approx. 130 km south of Berlin in the state of Brandenburg)
- ▶ **Bilster Berg Drive Resort – Germany**
(approx. 30 km north-east of Paderborn in the state of North Rhine-Westphalia)
- ▶ **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 tour experience – road experience

- ▶ **Audi R8 Spyder Alpine tour**
Munich – Rottach-Egern – Kitzbühel – Großglockner High Alpine Road – Lienz – Telfs-Buchen/Seefeld
- ▶ **Audi R8 Spyder South Tyrol tour**
Munich – Jaufen Pass – St. Walburg – Sella Pass – Timmelsjoch – Telfs-Buchen/Seefeld
- ▶ **Audi R8 Spyder Dolce Vita tour**
Munich – St. Walburg – Verona – Gargnano – Telfs-Buchen/Seefeld

○ Audi tour experience – brand experience

- ▶ **Audi Altmühl Valley tour**
Neuburg an der Donau – Eichstätt – Riedenburg
- ▶ **Audi Inter-alpen tour**
Neuburg an der Donau – Telfs-Buchen/Seefeld



Off-road training

For many, driving doesn't truly begin until you are off the beaten track. Does this appeal to you? Come and try out our Audi Q7 3.0 TFSI quattro at the handling limits in a half-day training course. Under the guidance of our experienced team of instructors you will learn how to tackle our demanding off-road course in theory and in practice.

Challenging training modules, such as negotiating a 42° slope or 55% hill, shows you how extreme situations can be safely mastered in an Audi off-road model. Driving through near-impassable terrain is simulated by a drive on rutted tracks.

Another aim of the off-road training is to teach you how to use the assistance systems that are relevant to off-road driving effectively and how to safely handle the functionalities of quattro drive, such as the electronic differential lock (EDS), while demonstrating the impressive performance capabilities of the training vehicles.

- Training programme e. g.**
- ▶ Driving on rutted tracks
 - ▶ "See-saw"
 - ▶ Driving on slope
 - ▶ Steep hill climb
 - ▶ Hill descent
 - ▶ Driving through water
 - ▶ Halfpipe
- Training vehicle**
- ▶ Audi Q7 3.0 TFSI
- Training venue**
- ▶ Neuburg an der Donau
- Duration**
- ▶ ½ training day
- Information**
- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 44



Compact training

Experience Audi, enjoy Audi – the combination of three driving modules and three Audi quattro models provides you with the perfect introduction to all the variants of the training options of our Audi driving experience center in Neuburg an der Donau. Under the guidance of our experienced instructors, our compact training course with the Audi S4 Avant allows you to complete some initial driving exercises on the dynamic driving area, before tackling the handling course in the Audi R8 V10 plus Coupé under the guidance of an instructor. The finale sees you driven as a co-pilot of our instructors in the Audi Q7 3.0 TFSI quattro on the off-road course.

Our compact training course promises an intensive brand experience and introduces you to the fascination of Audi driving experience with a condensed training programme.

- Training vehicles**
- ▶ Audi S4 Avant (dynamic driving area)
 - ▶ Audi R8 V10 plus Coupé (handling course)
 - ▶ Audi Q7 3.0 TFSI quattro (off-road handling course as a co-pilot of our instructors)
- Training venue**
- ▶ Neuburg an der Donau
- Duration**
- ▶ 1 training day
- Please note**
- ▶ Driving training designed for beginners
- Information**
- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 44



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 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.

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

- Training programme e. g.**
- ▶ Steering slalom
 - ▶ Understeer/oversteer
 - ▶ ABS emergency braking
 - ▶ Evasive manoeuvres
 - ▶ Handling course
- Training vehicles**
- ▶ Audi S4 Avant
 - ▶ Audi A8 4.0 TFSI quattro
- Training venues**
- ▶ Neuburg an der Donau
 - ▶ Groß Dölln
- Duration**
- ▶ 1 training day
- Information**
- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 44

Intensive training

Set yourself new challenges. Attain higher speeds while dealing with increasingly tougher demands. During our Intensive training course, advanced dynamic exercises compared with the advanced training 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.**
- ▶ Steering slalom
 - ▶ Understeer/oversteer
 - ▶ ABS emergency braking with return
 - ▶ Evade and return
 - ▶ Rescue simulator
 - ▶ Timed final course
 - ▶ Video feedback
- Training vehicles**
- ▶ Audi S4 Avant
 - ▶ 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 44



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
 - ▶ ABS braking with evade and return
 - ▶ Rapid evade
 - ▶ 180 degree j-turn reversing
 - ▶ Course with j-turn
 - ▶ Theory of protection of passengers
 - ▶ Exercises with protection of passengers
 - ▶ Braking on a bend
 - ▶ Timed final course
 - ▶ Video analysis

Training vehicle ▶ Audi A8 4.0 TFSI quattro

Training venue ▶ 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 44

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.

Following the theory on the evening before, our challenging 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 slalom
 - ▶ ABS emergency braking with return
 - ▶ Understeer
 - ▶ 180 degree j-turn reversing
 - ▶ Rapid evade and return
 - ▶ Timed reversing
 - ▶ Timed final 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

Information ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 44



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 training 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. As part of driving exercises at high speed that demand greater coordination, you are constantly pushed as the stress levels are carefully increased.

The limited number of just six participants per instructor allows us to constantly monitor, individually analyse and specifically improve your driving style.

Training programme e. g.

- ▶ Warm-up slalom
- ▶ ABS emergency braking with return
- ▶ Understeer
- ▶ 180 degree j-turn reversing
- ▶ Rapid evade and return
- ▶ Timed reversing
- ▶ Night-time driving with personal protection
- ▶ Braking on a bend
- ▶ Response exercises (braking/evade)
- ▶ Driving in convoy with protection of passengers
- ▶ Timed final 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 44





R8 basic experience

The Audi R8 V10 plus Coupé 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 are looking for.

Designed for beginners you practice the principles of a sporty driving style in a range of dynamic exercises. And then it is onto the 2.2-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.**
- ▶ Warm-up slalom
 - ▶ Understeer
 - ▶ Cornering technique
 - ▶ Guided driving
- Training vehicle**
- ▶ Audi R8 V10 plus Coupé
- 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 44

R8 exclusive experience

Look forward to an intense driving experience with the Audi R8 V10 plus Coupé in the Audi driving experience center in Neuburg an der Donau.

Following a warm-up session with steering slalom and cornering technique, it is on to the circuit that is 2.2 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; of course an Audi R8 V10 plus Coupé is also available as a training vehicle for the other driver.

- Training programme e. g.**
- ▶ Warm-up slalom
 - ▶ Cornering technique
 - ▶ Guided driving
- Training vehicle**
- ▶ Audi R8 V10 plus Coupé
- Training venue**
- ▶ Neuburg an der Donau
- Duration**
- ▶ ½ training day
- Please note**
- ▶ Maximum two participants
 - ▶ One Audi R8 V10 plus Coupé for each participant
 - ▶ Maximum two training groups
- Information**
- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 44



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 V10 plus Coupé and explore the physical limits of vehicle handling. Built around our most powerful ideas, with the Audi R8 V10 plus Coupé 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.

- | | |
|---------------------------------|--|
| Training programme e. g. | <ul style="list-style-type: none"> ▶ Warm-up ▶ Cornering technique ▶ Sector training ▶ Guided driving |
| Training vehicles | <ul style="list-style-type: none"> ▶ Audi R8 V10 plus Coupé ▶ Audi TT RS Coupé (add. 2nd half of the year) |
| Training venues | <ul style="list-style-type: none"> ▶ Eurospeedway Lausitz ▶ Bilster Berg Drive Resort ▶ Red Bull Ring ▶ Nürburgring ▶ Spa-Francorchamps |
| Duration | <ul style="list-style-type: none"> ▶ 1 training day incl. 1 overnight stay |
| Prerequisites | <ul style="list-style-type: none"> ▶ Advanced training recommended |
| Information | <ul style="list-style-type: none"> ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 44 |

Racetrack pro experience

The engine of the Audi R8 V10 plus Coupé 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 is now time to devote your attention to the entire circuit. The intensive training work will further sharpen your driving skills.

This exclusive training provides you with absolute dynamism and pure fun with only four participants per instructor. Show that you know the ideal line cleanly and safely.

- | | |
|---------------------------------|--|
| Training programme e. g. | <ul style="list-style-type: none"> ▶ Warm-up ▶ Sector training ▶ Guided driving |
| Training vehicles | <ul style="list-style-type: none"> ▶ Audi R8 V10 plus Coupé ▶ Audi TT RS Coupé (add. 2nd half of the year) |
| Training venues | <ul style="list-style-type: none"> ▶ Eurospeedway Lausitz ▶ Red Bull Ring ▶ Nürburgring ▶ Spa-Francorchamps |
| Duration | <ul style="list-style-type: none"> ▶ 1 training day incl. 1 overnight stay |
| Prerequisites | <ul style="list-style-type: none"> ▶ 1 racetrack training course of Audi driving experience |
| Information | <ul style="list-style-type: none"> ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 44 |



Nordschleife experience

A true legend awaits you on this training course – a drive around the Nürburgring’s famous “Nordschleife” is something that even professional racing drivers have to approach with the greatest respect. We have managed to secure a few places for you on the Nordschleife sports driver training courses organised by the Nürburgring Driving Academy.

Under the guidance of our instructors, you will gradually work your way in your group towards following the racing line of this thrilling racetrack. You will experience the reality of driving at the limit at

high speeds in the Audi R8 V10 plus Coupé. Learn how to tackle the world’s toughest racing circuit with more control and, above all, more safety.

The driving demands placed on your driving abilities and the high speeds involved underline the sportiness of this event, as does our training vehicle, the Audi R8 V10 plus Coupé. Come and experience unadulterated driving pleasure and the fascination of the “Green Hell”!

Training programme e. g. ▶ Guided driving

Training venue ▶ Nürburgring Nordschleife

Training vehicle ▶ Audi R8 V10 plus Coupé

Prerequisites ▶ 3 racetrack trainings
▶ Nordschleife experience recommended

Information ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 44



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 handling parcours at the Audi driving experience center in Neuburg an der Donau are your Audi R8 V10 plus Coupé training car, and, what is more, very small groups of just six participants per instructor. 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 Motorsports 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 and test evening before
 - ▶ Warm-up
 - ▶ Racing situations (line, overtaking)
 - ▶ Guided driving
- Training vehicle**
- ▶ Audi R8 V10 plus Coupé
- Duration**
- ▶ 1 training day incl. 1 overnight stay

- Training venue**
- ▶ Neuburg an der Donau
- Prerequisites**
- ▶ 1 driving training according to DMSB specification
 - ▶ Racetrack training course recommended
- Information**
- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 44



Motorsport individual training

Our Motorsport individual training offers you the opportunity to experience the Audi R8 V10 plus Coupé and the Audi R8 LMS under exclusive circumstances.

With a maximum of two participants and under the tutelage of an instructor, you will first get to know the ideal line on the racetrack in question, in the Audi R8 V10 plus Coupé. After detailed instruction on the technology of the Audi R8 LMS, you will then move onto the track.

Under the guidance of an experienced motorsport instructor you will experience in the truest sense of the word the incredible performance of the Audi R8 LMS, up close on the Nürburgring or the Eurospeedway Lausitz.

Initial experience on racetracks and in motorsport vehicles is an advantage.

Training vehicles

- ▶ Audi R8 V10 plus Coupé
- ▶ Audi R8 LMS (approx. 30 minutes driving time per participant)

Duration

- ▶ ½ training day (in the afternoon)

Training venues

- ▶ Nürburgring
- ▶ Eurospeedway Lausitz

Prerequisites

- ▶ Audi R8 LMS experience or motorsport experience

Please note

- ▶ Please read information on page 50

Information

- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 44

Audi R8 Spyder Alpine tour

Ever fancied testing out the performance dynamics of the new Audi R8 Spyder V10 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 for a short briefing. You then head out in the Audi R8 Spyder V10 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 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 V10.

Route ▶ Munich – Rottach-Egern – Kitzbühel – Großglockner High Alpine Road – Lienz – Kitzbühel – Telfs-Buchen/Seefeld – Munich

Miscellaneous ▶ Programme is subject to change

Vehicle ▶ Audi R8 Spyder V10

Information ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 44



Audi R8 Spyder South Tyrol tour

Drive on the most stunning panoramic roads and into the breathtaking world of the Dolomite Mountains in the new Audi R8 Spyder V10. Bizarre-looking mountains and spectacular rock formations – this is the mountain range of the Southern Limestone Alps that formed more than 200 million years ago. A particular feature of this group of mountains is the sudden change between jagged rocks and gently sloping pastures.

The tour begins at Munich Airport. With the Alps in view, you head south towards Lake Tegernsee and the Seehotel Überfahrt, where you will enjoy a delicious lunch.

After taking the Jaufen Pass with its many twists and turns and driving through Merano, in the middle of a valley basin surrounded by peaks soaring up 3,335 metres high, you come to the Ulten Valley, where your first-class accommodation, the Hotel Arosea Life Balance, is situated.

The next day's stage leads along the Eppan Wine Route, through magnificent landscapes and into the Dolomites, which are with good reason an UNESCO World Heritage site. The route leads over the Sella Pass on sinuous, snaking roads, up to the 2,121-metre Gardena Pass. In what is truly a unique spot, you will enjoy the culinary delights of

South Tyrolean cuisine along with a magnificent view. After this you scale the Pordoi Pass in the new Audi R8 Spyder V10, followed by other impressive passes on the way back to your Hotel Arosea Life Balance.

On the final day, the drive across the 2,474-metre high Timmelsjoch to Hochgurgl once again promises to provide pure driving enjoyment. The trip continues through the Ötz Valley to Tyrol and the Hotel Interalpen in Telfs-Buchen, where you will have lunch. In the afternoon, on your way back through the Alps to Munich, enjoy the impressive driving dynamics of the new Audi R8 Spyder V10 to the full once again.

Route

- ▶ Munich – Jaufen Pass – Ultental – Sella Pass – Ultental – Timmelsjoch – Telfs-Buchen/Seefeld – Munich

Miscellaneous

- ▶ Programme is subject to change

Vehicle

- ▶ Audi R8 Spyder V10

Information

- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 44



Audi R8 Spyder Dolce Vita tour

Many years ago, poets and thinkers seeking inspiration travelled to Italy from abroad in horse-drawn carriages: in 2017, it is your turn to be inspired here by a mode of transport with rather more horsepower – the new Audi R8 Spyder V10!

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

On day one, you set off from 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 level. 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 R8 Spyder Dolce Vita tour – come and discover Italy at its sportiest!

- Route** ▶ Munich – St. Walburg – Verona – Gargnano – Telfs-Buchen/Seefeld – Munich
- Miscellaneous** ▶ Programme is subject to change
- Vehicle** ▶ Audi R8 Spyder V10
- Information** ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 44



Audi Altmühl Valley tour and Audi Inter Alpen tour

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 new Audi R8 Spyder V10. A discovery tour of the plant and the Audi Forum Ingolstadt put you in just the right frame of mind for your chosen tour.

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.

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 and 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 new Audi R8 Spyder V10. The roads through the Altmühl Valley provide the perfect setting for this purpose.

Audi Inter Alpen tour

The mighty mountains of Tyrol offer spectacular panoramic roads, countless serpentine bends and magnificent views – and the Inter Alpen Hotel Tyrol. The 5-star luxury hotel boasts a breathtaking location: In the heart of nature at a height of over 1,300 metres, the building sits in the foothills of the Seefeld Alpine plateau. It offers all the amenities with the highest standards and it is the ideal

starting point for exciting tours through the Alps in the new Audi R8 Spyder V10. We have put together a road book for you with some of the best routes, such as the Three nations tour, the Glacier tour and the Four lakes tour.

Round off this fun-filled programme in the best way possible by enjoying the excellent cuisine and relaxing at the more than 5,000-square metre spa, which ranks as one of the “leading spas of the world”.

For sports enthusiasts, three golf courses are available at special rates. For example, the 18-hole Seefeld championship course, one of the “leading golf courses in Austria”, lying at an altitude of 1,300 metres and offering superb views. The hilly golf course provides many a challenge from the first minute to the last and plenty of variety. On the third day, after a hearty breakfast and many unforgettable experiences, you will set off on your return journey.

- | | |
|---------------------------------|--|
| Vehicles | ▶ Audi R8 Spyder V10 |
| Please note | ▶ Vehicle subject to availability
▶ The tour price only includes the initial tank of fuel |
| Audi Altmühl Valley tour | ▶ ½ driving day |
| Audi Inter Alpen tour | ▶ 3 driving days incl. 2 overnight stays |
| Information | ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 44 |

Audi individual experience

Unique

Would you like to take part in 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 put together a 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: your employees will receive professional training and, as a result, this event can bring about a permanent reduction in your running costs.

Naturally, you are also able to book our 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 success and, above all, fun at the wheel.

Simply email your enquiry to incentive@audi.de. We will be delighted to advise you personally and provide you with an individual offer.

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

The following pages provide you with more information on an exclusive offer for your conference in the Audi driving experience center.





Audi driving experience center

Conference plus

Since it opened in spring 2014, the Audi driving experience centre in Neuburg an der Donau has been used frequently by many companies for their various events. Our versatile customer centre forms the heart of the Audi driving experience centre and provides an ideal ambience for product presentations, conferences and incentives – your options are virtually endless!

Presentation areas on two levels and rooms that can be flexibly combined offer a stylish setting for your event with up to 400 guests. The conference area, which can be expanded to meet your requirements, is equipped with state-of-the-art technology and provides everything you need to hold conferences and meetings for up to 180 people. International guests will benefit from the superb infrastructure as it only takes about 50 minutes from Munich airport to the driving experience venue.

But what could be more extraordinary than to combine a conference with a real driving experience or various other programme features? The Audi driving experience centre in Neuburg an der Donau offers a host of possibilities on a

30,000-square metre dynamic driving area, a handling course up to 2.2 kilometres long and an off-road area.

In the half-day R8 training experience for example, your guests will experience the Audi R8 V10 plus Coupé up close. Various driving exercises on the dynamic area push participants to the physical limits of performance.

Another highlight is the guided driving event on the handling course, where your conference guests can put their newly acquired skills into practice. High-speed rides in the Audi R8 or breathtaking tilts in the Audi Q7 on the off-road course give your guests another view of the world – as a passenger with one of our instructors. In a rescue simulator, you can also practise being rescued from an overturned car. The in-house restaurant, with a terrace offering a panoramic view of the entire site, provides the welcome refreshments.

We would be happy to put together your customised “Conference plus” programme on request. Contact us at: incentive@audi.de

Audi training experience

	Off-road training	Off-road training	Compact training
Training vehicles	Audi Q7 3.0 TFSI quattro	Audi Q7 3.0 TFSI quattro	Audi S4 Avant Audi R8 V10 plus Coupé Audi Q7 3.0 TFSI quattro
Duration	½ training day in the morning	½ training day in the afternoon	1 training day
Dates Neuburg a. d. Donau	13.05.2017 21.10.2017	13.05.2017 21.10.2017	29.04.2017 29.07.2017 23.09.2017 14.10.2017
Price per person	€ 255,-	€ 255,-	€ 440,-
Brochure page	16	16	17

Audi training experience

	Advanced training	Advanced training
Training vehicle	Audi S4 Avant	Audi A8 4.0 TFSI quattro
Duration	1 training day	1 training day
Dates Neuburg a. d. Donau	08.04.2017 22.04.2017 13.05.2017 27.05.2017 17.06.2017 05.08.2017 26.08.2017 09.09.2017 07.10.2017 21.10.2017	
Date Groß Dölln		08.07.2017
Price per person	€ 470,-	€ 500,-
Young drivers (up to age 25)	€ 295,-	
Brochure page	18	18

Audi training experience

	Intensive training	Intensive training
Training vehicle	Audi S4 Avant	Audi A8 4.0 TFSI quattro
Duration	2 training days incl. 2 overnight stays Arrival previous evening	2 training days incl. 2 overnight stays Arrival previous evening
Date Neuburg a. d. Donau	07.06. - 09.06.2017	
Date Groß Dölln		13.10. - 15.10.2017
Price per person	€ 1.390,-	€ 1.420,-
Brochure page	19	19

Audi training experience

	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 incl. 2 overnight stays Arrival previous evening	1 Training day incl. 1 overnight stay Arrival previous evening	2 training days incl. 2 overnight stays Arrival previous evening
Prerequisites		Executive driver training recommended	Executive driver training recommended
Dates Groß Dölln	12.06. - 14.06.2017 17.07. - 19.07.2017 09.10. - 11.10.2017	15.10. - 16.10.2017	11.10. - 13.10.2017
Price per person	€ 1.420,-	€ 920,-	€ 1.530,-
Brochure page	20	21	22

Fuel consumption/emissions figures:

Audi S4 Avant ▶ Fuel consumption in l/100 km: urban 10,1 - 10,0; extra-urban 6,3 - 6,1; combined 7,6 - 7,5;
CO₂-emissions in g/km: combined 175 - 171; efficiency rating: D-C/EU6
Audi A8 4.0 TFSI quattro ▶ Fuel consumption in l/100 km: urban 12,8 - 12,4; extra-urban 7,2 - 6,9; combined 9,3 - 8,9;
CO₂-emissions in g/km: combined 214 - 206; efficiency rating: E-D/EU6
Audi Q7 3.0 TFSI quattro ▶ Fuel consumption in l/100 km: urban 9,7 - 9,4; extra-urban 7,2 - 6,8; combined 8,1 - 7,7;
CO₂-emissions in g/km: combined 189 - 179; efficiency rating: C/EU6
Audi TT RS Coupé ▶ Fuel consumption in l/100 km: urban 11,3 - 11,4; extra-urban 6,6 - 6,4; combined 8,4 - 8,2;
CO₂-emissions in g/km: combined 192 - 187; efficiency rating: F
Audi R8 V10 plus Coupé ▶ Fuel consumption in l/100 km: urban 17,5; extra-urban 9,3; combined 12,3;
CO₂-emissions in g/km: combined 287; efficiency rating: G/EU6
Audi R8 Spyder 5.2 FSI quattro ▶ Fuel consumption in l/100 km: urban 17,0; extra-urban 8,7; combined 11,7;
CO₂-emissions in g/km: combined 277; efficiency rating: G/EU6

Audi Sport experience

	R8 basic experience	R8 basic experience
Training vehicle	Audi R8 V10 plus Coupé	Audi R8 V10 plus Coupé
Duration	½ training day in the morning	½ training day in the afternoon
Dates Neuburg a. d. Donau	04.08.2017 31.08.2017 15.09.2017	19.05.2017 09.06.2017 23.06.2017 04.08.2017 31.08.2017 15.09.2017
Price per person	€ 430,-	€ 460,-
Brochure page	24	24

Audi Sport experience

	R8 basic experience	R8 exclusive experience
Training vehicle	Audi R8 V10 plus Coupé	Audi R8 V10 plus Coupé
Duration	1 training day	½ training day in the morning
Dates Neuburg a. d. Donau	08.04.2017 22.04.2017 27.05.2017 17.06.2017 05.08.2017 26.08.2017 02.09.2017 09.09.2017 07.10.2017	on request
Price per person	€ 810,-	€ 1.300,- (1 participant) € 1.800,- (2 participants)
Please note		two training groups possible
Brochure page	24	25

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
The figures for fuel consumption and CO₂ emissions can be found on page 45.

Audi Sport experience

	Racetrack experience	Racetrack experience
Training vehicles	Audi R8 V10 plus Coupé Audi TT RS Coupé ¹	Audi R8 V10 plus Coupé Audi TT RS Coupé ¹
Duration	1 training day incl. 1 overnight stay Arrival previous evening	1 training day incl. 1 overnight stay Arrival previous evening
Prerequisites	Advanced training recommended	Advanced training recommended
Date Eurospeedway	02.07. - 03.07.2017	
Date Red Bull Ring	08.09. - 09.09.2017	
Dates Bilster Berg	09.07. - 10.07.2017 02.10. - 03.10.2017	
Dates Nürburgring		24.04. - 25.04.2017 15.10. - 16.10.2017
Date Spa-Francorchamps		27.10. - 28.10.2017
Price per person	€ 1.420,-	€ 1.570,-
Brochure page	26	26

Audi Sport experience

	Racetrack pro experience	Racetrack pro experience
Training vehicles	Audi R8 V10 plus Coupé Audi TT RS Coupé ¹	Audi R8 V10 plus Coupé Audi TT RS Coupé ¹
Duration	1 training day incl. 1 overnight stay Arrival previous evening	1 training day incl. 1 overnight stay Arrival previous evening
Prerequisites	1 racetrack training of Audi driving experience	1 racetrack training of Audi driving experience
Date Eurospeedway	03.07. - 04.07.2017	
Date Red Bull Ring	09.09. - 10.09.2017	
Dates Nürburgring		25.04. - 26.04.2017 16.10. - 17.10.2017
Date Spa-Francorchamps		28.10. - 29.10.2017
Price per person	€ 1.600,-	€ 1.720,-
Brochure page	27	27

¹ From the second half of the year, the Audi TT RS Coupé will be available as an additional training vehicle.

Audi Sport experience

	Nordschleife experience	Licence training
Training vehicle	Audi R8 V10 plus Coupé	Audi R8 V10 plus Coupé
Duration	1 training day incl. 1 overnight stay Arrival previous evening	1 training day incl. 1 overnight stay Arrival previous evening
Prerequisites	3 racetrack trainings, Nordschleife experience recommended	1 training acc. to DMSB specification, racetrack training recommended
Dates Neuburg a. d. Donau		09.04. - 10.04.2017 14.05. - 15.05.2017 05.10. - 06.10.2017
Date Nordschleife	06.08. - 07.08.2017	
Price per person	€ 2.250,-	€ 1.530,-
Brochure page	28	30

Audi Sport experience

	Motorsport individual training
Training vehicles	Audi R8 V10 plus Coupé Audi R8 LMS
Duration	½ training day in the afternoon
Prerequisites	Audi R8 LMS experience or Motorsport experience
Dates Eurospeedway	on request
Dates Nürburgring	on request
Price per person	€ 3.000,-
Brochure page	32

Audi tour experience

	Audi R8 Spyder Alpine tour	Audi R8 Spyder South Tyrol tour	Audi R8 Spyder Dolce Vita tour
Vehicle	Audi R8 Spyder V10	Audi R8 Spyder V10	Audi R8 Spyder V10
Duration	3 driving days incl. 2 overnight stays	3 driving days incl. 2 overnight stays	4 driving days incl. 3 overnight stays
Route ²	Munich – Rottach-Egern – Kitzbühel – Großglockner – Lienz – Kitzbühel – Telfs-Buchen/Seefeld – Munich	Munich – Jaufen Pass – St. Walburg – Sella Pass – St. Walburg – Timmelsjoch – Telfs-Buchen – Munich	Munich – St. Walburg – Verona – Gargnano – Telfs-Buchen/Seefeld – Munich
Dates	14.07. - 16.07.2017 22.09. - 24.09.2017	23.06. - 25.06.2017 21.07. - 23.07.2017 15.09. - 17.09.2017	02.09. - 05.09.2017 16.09. - 19.09.2017
Price per person	€ 2.000,- in single room € 1.800,- in double room	€ 2.000,- in single room € 1.800,- in double room	€ 2.600,- in single room € 2.300,- in double room
Brochure page	34	36	38

Audi brand experience

	Audi Altmühl Valley tour	Audi Interlpen tour
Vehicle	Audi R8 Spyder V10	Audi R8 Spyder V10
Please note	Vehicle subject to availability The tour price only includes the initial tank of fuel	Vehicle subject to availability The tour price only includes the initial tank of fuel
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 – Telfs-Buchen/Seefeld (Starting point for various day trips) - Neuburg a. d. Donau
Dates	on request	on request
Price per person	€ 520,-	€ 1.400,- in single room € 980,- in double room
Brochure page	40	40

All prices are final prices (including statutory national value added tax), tour prices net with 0% statutory value added tax (margin scheme for travel agents), 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 or email to: drive@audi.de

² Subject to change

The figures for fuel consumption and CO₂ emissions can be found on page 45.



Event information

Did our programme convince you? If you have already chosen an event and date, simply send us your registration using the enclosed form. We will contact you immediately with all the remaining information you need. Do you still have any questions or require additional information?

You will find the answers to frequently asked questions here:

- ▶ When booking, a separate registration form is required for each participant.
- ▶ For the 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.
- ▶ We would like to point out that accommodation and meals can be arranged for accompanying persons on request, but they will not be able to actively participate in the events and no special programme will 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 driver 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 required. We would be pleased to provide you with contact details of the relevant hotel.
- ▶ The participant documentation will be sent to you by postal service around four weeks prior to the training date.

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, email your inquiry to us at incentive@audi.de

You will find our full terms and conditions of participation and General Terms and Conditions on pages 52 and 53. Additional registration forms can be requested at any time by calling us on the above telephone number or by visiting our website.

Information on driving in Audi motorsport vehicles

To ensure everything runs smoothly when you take part in the Audi Sport experience training course with the Audi R8 LMS, 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, 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 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 on the racetrack!**

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)

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

Event*

Venue/date*

Departure airport

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..

Single room Double room

Invoicing address (if different from participant)

Send a voucher

Company

Contact (Surname/First name)

Address

City, Postal/Zip Code

Telephone contact

Tax ID no.

I have read and understood the General Terms & Conditions (pages 52 and 53) 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:

Participant

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 52 and 53) 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 Audi driving experience

Participation in the driver training/driver experiences offered by AUDI AG (hereinafter "Organiser") within the scope of the Audi driving experience shall take place under the following conditions:

§ 1 Registration

- Registration is binding within the scope of legal provisions (§§ 145 to 147 German Civil Code (BGB)). In sending the reservation form (Registration), the Registrant offers the Organiser a binding conclusion of the Agreement. The Agreement is effective upon Registrant's receipt of the Organiser's written reservation confirmation.
- Should the content of the reservation confirmation differ from that in the registration, the Organiser shall expressly inform the Registrant thereof in the reservation confirmation. The Organiser is bound to this new offer for 10 days. The Agreement shall become effective based on this new offer, should the Registrant accept the Organiser's offer within 10 days.
- The remittee of the event documents is obligated to immediately review the documents received for correctness (name, event dates, place of event, etc.) and to notify immediately in the case of error.
- The remittee of the event documents is to promptly inform the Organiser if it has not received the event documents from the Organiser, at the latest five days prior to the start of the event or departure.
- The confirmed event date is binding.

§ 2 Organisation/Conditions for Implementation

- Participants registered as drivers must have a valid driving license for the operation of passenger vehicles at the time of the event. The driver agrees to allow the Organiser to inspect his driving license prior to the start of the event. Generally, the minimum age is 18 years for participation in the events offered. The aforementioned minimum age can differ in seminars that are explicitly designated as such. For trips on public roads, the Participant must be at least 23 years of age at the time of the event or be accompanied by someone at least 23 years of age during the entire drive. Should the driver fail to meet the conditions for participants at the time of the event, the Organiser is entitled to cancel this Agreement. In this case § 9 Para. 1 of these General Terms and Conditions shall apply accordingly.
- Should the driver have his license revoked prior to the event, the driver agrees to immediately inform the Organiser thereof. In such a case the Organiser is entitled to cancel the Agreement. In this case § 9 Para. 1 of these General Terms and Conditions shall apply accordingly.
- The vehicles in the scope of the events shall generally be provided by the Organiser. There is no claim to a specific vehicle. The confirmation of a reserved vehicle type shall take place subject to the availability of this vehicle type. The Organiser is entitled to provide the participant with a nearly equivalent vehicle. If not otherwise stated, the vehicles shall generally be occupied at the events by 2 persons per vehicle.

§ 3 Payment

of the event price is due upon receipt of the registration confirmation and to be paid in full 8 weeks in advance of the start of the event at the latest (immediately for reservations within 8 weeks of the start of the event). Should the event price not be paid in full 4 weeks prior to the start of the event, the Organiser is entitled to cancel the contract and demand damages amounting to 50% of the event price, provided there was no deficiency entitling to cancellation already at this point. The Registrant is free to demonstrate that the Organiser did not incur damages or incurred only slight damages. In such cases, the participant is not entitled to assert any claims against the Organiser.

§ 4 Performance and Modifications

- The services and prices that are agreed to by contract arise from the Organiser's performance specifications if they have formed the basis of the Agreement and from the tasks referred to in the reservation confirmation if they have formed the basis of the Agreement.
- Insofar as the Registrant for reasons it is responsible for does not make use

of individual services for which it has paid, the Organiser can only provide a partial refund if the service provider issues a note of credit; it will not do so, however, if it involves completely insignificant services.

- Modifications of or deviations from individual event services in this Agreement that become necessary following the conclusion of this Agreement and were not brought about by the Organiser in bad faith, are permitted without the Registrant's agreement only if the modifications or deviations are not significant and do not affect the overall arrangement of the reserved event.
- Possible warranty claims shall remain unaffected insofar as the services modified are free of defect. The Organiser agrees to inform the Registrant immediately regarding changes or deviations in services. Should there be substantial changes or deviations in services which alter the character of the event, the Organiser shall offer the Registrant complimentary rebooking or a rescission free of charge.

§ 5 Registrant's Casualty Insurance and Liability

- The Organiser shall take out casualty insurance to cover the risk of accident for participants arising within the scope of the events (coverage for death and disability). The casualty insurance is included in the registration fee.
- In the event that the Registrant or Participant is responsible for damage to the vehicles provided by the Organiser, the Registrant is required to reimburse the Organiser up to € 5,000.00. The Registrant is permitted to furnish evidence that no damage or depreciation has occurred, or that the amount of any such damage or depreciation is significantly lower than claimed. The Organiser can release the Participant from this obligation if the damage or loss has occurred in a driving exercise during which the Participant has demonstrably followed the instructor's directions. In the event of intentional or grossly negligent conduct on the part of the Participant, the Participant is liable for any and all damages and/or losses caused by him/her. There is comprehensive insurance for trips on public roads within the scope of the Audi tour experience and brand experience. The Registrant shall pay a deductible of € 1,000.00 per claim for damages.

§ 6 Liability

- The Organiser, its legal representatives and vicarious agents are liable for damages to the participant only insofar as these damages were caused intentionally by or through the gross negligence of the Organiser, its legal representatives or vicarious agents. The above limitation of liability does not apply to damages to the participant arising from injury to life, body or health.
- Deviating from § 6 Para. 1 is the contractual liability of the Organiser for events within the meaning of § 651 a of the German Civil Code (BGB) (travel) for compensation for non-bodily injuries, limited in total to three times the travel price, insofar as the damage to the traveller is due neither to intent nor gross negligence on the part of the travel organiser. The limitation in liability to three times the travel price also applies insofar as the travel organiser is responsible for damages affecting the traveller only due to the fault of a service provider. Should an international agreement or legal regulations based thereon apply to a service to be rendered by the service provider, according to which a claim to damages can only become valid under certain conditions or limitations, the Organiser may invoke such agreement or regulations.
- In the event of a defect, the participant can, regardless of the decrease in price (reduction) or cancellation, demand compensation, unless the defect in the event is based on a circumstance for which the Organiser is not responsible.
- The Borrower may only transfer use of the vehicle to third parties within the context of the subject matter of the agreement and only after first obtaining the express prior consent of AUDI AG. It is prohibited from leasing the vehicle to anyone else. The Participant/Driver is aware that the insurance coverage under §5 Para. 1 does not apply in the case that the Participant/Driver transfers a vehicle granted to him to a driver not approved by the Organiser.

§ 7 Rescission by the Registrant

- The Registrant is entitled to rescind the Agreement at any time.
- Should the Registrant rescind the Agreement or should Registrant or third parties registered thereby fail to take part in the event, the Organiser can demand compensation for the affected provisions and for its costs. In calculating compensation, generally possible other uses for the contractual performances are to be taken into consideration. The Organiser can estimate the compensation claim according to the proximity in time of the rescission to the event start as provided in the Agreement by using a percentage of the price:
 - from reservation to 56 days prior to the start of the event: 10% of the event price, but at least €50.00
 - from 55 days prior to the start of the event: 50% of the event price
 - from 5 days prior to the event or failure to show without notice: 100% of the event price.

The Registrant is free to demonstrate that the Organiser did not incur damages or incurred only slight damages. The rescission must be in writing. The timeliness of the rescission within the aforementioned deadlines shall be determined by its receipt by the Organiser.

- The Organiser is entitled to add the amount determined under Para. 2 to the event prices already paid. Apart from this, event prices already paid shall be refunded to the Registrant.

§ 8 Termination, Withdrawal of the Organiser

- The Organiser can terminate without notice following the start of the event if the execution of the event is severely interrupted by the participant or a third party accompanying the participant despite a corresponding warning by the Organiser or if the participant behaves in some other way contrary to the Agreement so that the Organiser could not reasonably adhere to the Agreement. The Organiser expressly points out in this context that the Participants are to behave in a disciplined manner and follow the directions of the Organiser's instructors within the scope of the driver training/driver experience included in the events. An absolute ban on alcohol (0.0 alcohol level) and drugs applies during the driver training/driver experience, as well as a ban on other intoxicating substances that impair or could impair the ability to drive. The Registrant is to ensure compliance with these guidelines. In these cases of termination, the Organiser shall retain the claim to the event price. However, it must deduct the value of expenses saved as well as those benefits gained from another utilisation of services not used, including potential refunds through the service provider. In these cases, the Registrant or participant himself bears the potential additional costs for returns. The Registrant or Participant also bears the burden of proof that the Organiser saved more in costs than what was refunded or had fewer additional charges for returns than what was claimed.
- The Organiser can withdraw up to 30 days prior to the start of the event:
 - if an explicitly written minimum number of participants has not been realised. As a matter of course, insofar as this becomes apparent at an earlier point in time, the Organiser shall inform the participant that the minimum number of participants cannot be realised.
 - if, after exhausting all possibilities and considering all interests, it is not reasonable to perform the event. The Organiser does not have a right of withdrawal if it is responsible for the circumstances making it unreasonable (e.g. miscalculation) or if it cannot verify these circumstances. The rescission notice shall be provided to the Participant without delay. In the case of cancellation the Organiser shall refund the price to the Registrant. Further claims of the Registrant and/or Participant are precluded.

§ 9 Exceptional Circumstances

- Should the event be significantly impeded, endangered or compromised at the conclusion of the Agreement due to an unforeseeable force majeure (e.g. war, internal unrest, strike, natural catastrophes), the Registrant as

well as the Organiser may cancel this Agreement. The Organiser shall then return the price paid without delay, but can demand compensation for services rendered or services still to be rendered at the termination of the event.

- Should the termination take place after the start of the event, the Organiser is obligated to take necessary measures, especially to transport the Participants back, in the case that this has been provided in the contract. The additional costs for return transport shall be borne equally by the parties, other additional costs are to be borne by the Registrant or Participant.

§ 10 Exclusion of Claims, Limitation Period in the Scope of Events within the Meaning of § 651 a (Travel)

- The Participant shall have within a month after the return date provided by the contract to assert claims to the Organiser, AUDI AG, 85045 Ingolstadt, for failure to provide services contractually agreed upon. After the deadline, the Participant can only make valid claims if he was prevented from meeting the deadline by no fault of his own.
- The traveller's contractual claims shall be time-barred 1 year after the end of the trip as provided in the Agreement. This does not apply to the traveller's claims arising from an injury to life, limb or health or to other claims originating from an intentional or grossly negligent act of the Organiser and/or its legal representatives or vicarious agents. The time limitation is suspended until the day on which the Organiser rejects in writing the claims made valid by the Participant. Claims stemming from tortious liability shall be time-barred in three years.

§ 11 Miscellaneous

- The Registrant or Participant is himself responsible for compliance with passport, visa and health regulations for the respective country in which the event takes place. All detriments stemming from non-compliance are at the expense of the Registrant or Participant.
- Customs and currency regulations are very strictly dealt with in various countries. The Participant should inform himself accurately and always follow the regulations.
- The same applies for observing any conditions of the service provider (e.g. terms of transportation, maximum baggage allowances for airlines, etc.) about which the Organiser has informed the Registrant.

§ 12 Severability

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

§ 13 Written Form

Written form is required for this Agreement. Oral declarations shall not be valid. Any amendments or additions to this contract must be made in writing.

§ 14 Venue/Applicable Law

- The venue of all current and future claims stemming from the business relationship for merchants, for persons who have no general place of jurisdiction in Germany, as well as for persons who, following the conclusion of this Agreement, have relocated their domicile or habitual residence outside of the country or whose domicile or habitual residence is not known at the time of the claim being filed, as well as for passive lawsuits involving these is Ingolstadt, Germany.
- Disputes arising from or in connection with this Agreement are exclusively subject to the laws of the Federal Republic of Germany.

§ 15 Information according to Section 36 of the Consumer Dispute Resolution Act (VSBG)

AUDI AG does not commit to nor is it obliged to participate in the alternative dispute resolution for consumer disputes in front of a consumer dispute resolution entity.

Winter 2018

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 2018.

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.

Up-to-date information and details on the driving experience in all its diversity will be found in the winter catalogue, to be published in autumn 2017. All the information is also available online at www.audi.com/driving.

