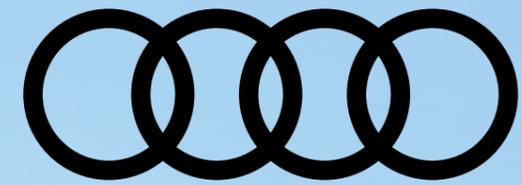


Audi driving experience

Winter programme 2017



Audi Sport racing academy

From the ice onto the racetrack

Finland experience

It all started 25 years ago in Muonio

Audi ice experience

Service team – ready even north of the Arctic Circle

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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Partner of Audi driving experience



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**This winter, choose the safest way.
Choose Pirelli.**

YOUR TIRES CONNECT YOUR VEHICLE WITH THE ROAD. SO THEY PLAY A KEY ROLE IN HOW IT DRIVES. WHEN WINTER STRIKES AND ROADS ARE SNOWY AND ICY, CHOOSING THE RIGHT TIRE CAN MAKE ALL THE DIFFERENCE. THIS WINTER, CHOOSE GREATER SAFETY, CONTROL AND QUALITY - WITH INNOVATIVE WINTER TIRES FROM PIRELLI.



POWER IS NOTHING WITHOUT CONTROL



Start

Let the 2017 winter season begin

Audi driving experience bids you a warm welcome to the 2017 winter season. Awe-inspiring landscapes, optimally prepared training grounds, sporty Audi models and, last but not least, a professional and motivated team awaits you at each of our many events – 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.

Experience more and read up on the world of the Audi driving experience with interesting reports and background information on promoting up-and-coming drivers at the Audi Sport racing academy, on the service team at the Audi ice experience, our anniversary in Muonio in Finland, on the global commitment of the Audi driving experience. And learn why the North Cape is one place everyone has to visit once in a lifetime.

From Advanced training to the Audi ice experience range, there is a course to satisfy every wish with respect to professional training and fun at the wheel. 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 training experience encompasses a wide range of traditional driving and safety training courses. Whether it's Advanced or Executive driver training pro – the Audi driving experience instructors provide you with valuable skills to cope with everyday and extreme situations – and this winter we are also offering **Off-road training** in Neuburg an der Donau for the first time.

A handling characteristics programme has been designed especially for female drivers – in the Ladies special Advanced training in Seefeld, training is exclusively “from woman to woman”.

As well as the traditional training courses, Audi driving experience also provides a thrilling range of dynamic driving experiences. **Audi ice experience** whisks friends of our brand away to Scandinavia.

With the new Audi SQ7 the **Audi tour experience** provides you with five days of wintry terrain in an amazing setting north of the Arctic Circle.

Audi individual experience gives you the opportunity to tailor the course to your very own needs: whatever you want to achieve, Audi will gear its courses to your individual wishes.

So, enter the fascinating world of the Audi driving experience, full of unique adventures and unforgettable moments. All courses combine high quality standards, and this is just one of the reasons why Audi driving experience ranks among 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

Audi UK



Silverstone is home to the Audi driving experience in the United Kingdom. The tradition-steeped circuit, 130 kilometres north-west of London, provides the ideal setting for a challenging programme. The Audi quattro experience teaches driving skills in the Audi Q3 and SQ5. Braking and stable handling with the quattro all-wheel drive, the skilful use of the ABS system – you will be able to practise all these skills at Silverstone.

Anyone looking to master a challenging off-road course is equally welcome. The Audi Q7 guarantees breathtaking tilts, uphill and downhill gradients. The Audi Sport experience allows you to practice fast driving at the limit. The Audi models RS 3 Sportback, RS 6 Avant and R8 V10 plus are just perfect for the Stowe Circuit in Silverstone with its many turns.

Internet: www.silverstone.co.uk/experiences/premium-experiences

Audi Argentina



Audi customers in South America can also experience the fascination of the brand with the Audi driving experience. At the Buenos Aires circuit, Audi plays host to some 2,000 guests every year with its training courses. Sportiness, driving dynamics and safety lie at the heart of the programmes. The extensive range of courses allows customers to experience the physical limits of vehicle handling at various levels. Other tailor-made solutions such as the Audi driving experience corporate, the Audi after office and the Audi dealer experience extend the range of courses further and are aimed at an even broader spectrum of customers. The following models are used: A1, A4, A6, S3, TTS, RS 5, and the Q3 and Q7 SUV models. To get an idea of just how attractive the programmes are, you just need to take a look at the latest anniversary – the Audi driving experience is celebrating its tenth birthday in Buenos Aires in 2016.

Internet: www.audidrivingcenter.com.ar

International

Audi driving experience is popular around the world. Four importers offer their own programmes and place their trust in the personnel, expertise and cars from Ingolstadt.

Audi Dubai



The Dubai Autodrome is home to the Audi driving experience in the Middle East. The facility with FIA grade 1 certification provides six different circuit layouts, with the possibility of using up to three variants in parallel. Audi offers its customers five programmes, ranging from the Advanced safety driving experience, the Audi sportscar experience, half-day and full-day courses with the R8 as well as team-building seminars, through to the Audi Chauffeur driving experience. The Audi driving experience stages events at the Dubai Autodrome around 40 times a year, with some 750 participants attending under the symbol of the four rings every year. And that's not taking into account the product presentations. The Audi driving experience has been operating in Dubai since 2007. Instructor James Burnett and his team capitalise on the experience and the training offered by colleagues from the Audi driving experience in Germany. The team in Dubai regularly refreshes its knowledge in specialist courses so they can teach customers new driving skills with optimum results.

Internet: www.audi-me.com

Audi Australia



Audi driving experience customers in Australia can choose from a wide-ranging line-up of courses. The Audi Lifestyle driving experience provides participants with the opportunity to get to know the brand and its product range in a select ambience. The Audi Advanced driving experience offers full-day courses with A, Q and S models. The high-performance models in the RS and R lines introduce the candidates to the high-speed world of the Audi Sport driving experience. Advanced drivers can put their talent to the test in the Audi Sport Pro driving experience at the wheel of the Audi R8. Customers opting for the Audi Race driving experience get a taster of the world of motor racing at the wheel of the Audi R8 LMS model with its GT3 pedigree. Circuits such as Barbagallo, Mallala, Mount Cotton, Sandown, Phillip Island and Sydney push novices and advanced drivers alike to the limit. Under the guidance of Steve Pizzati, the instructor team includes racing drivers Dean Canto, Steven Johnson, Luke Youlden, Ian Dyk, Karl Reindler, Daniel Gaunt and Chris Pither.

Internet: www.audidrivingexperience.com.au

Audi Sport racing academy From the ice onto the racetrack



Muonio is where it all begins. 200 kilometres north of the Arctic Circle in Finland, three young racing drivers get together over the last weekend in March for their first professional training session. Later the idea is for them to push themselves right to the limit on the racetrack asphalt.

But first they have an appointment in their diary which sounds a little unusual: racetrack drivers are to demonstrate their skills on ice. Nicklas Nielsen, 19 years old, the 16-year-old Sheldon van der Linde and Vivien Keszthelyi, who is just 15, are the three up-and-coming drivers in the Audi Sport racing academy. Audi takes them out onto the treacherous ice in these extreme northern climes. On a frozen lake they have to demonstrate how well they can control a car on the slippery surface.

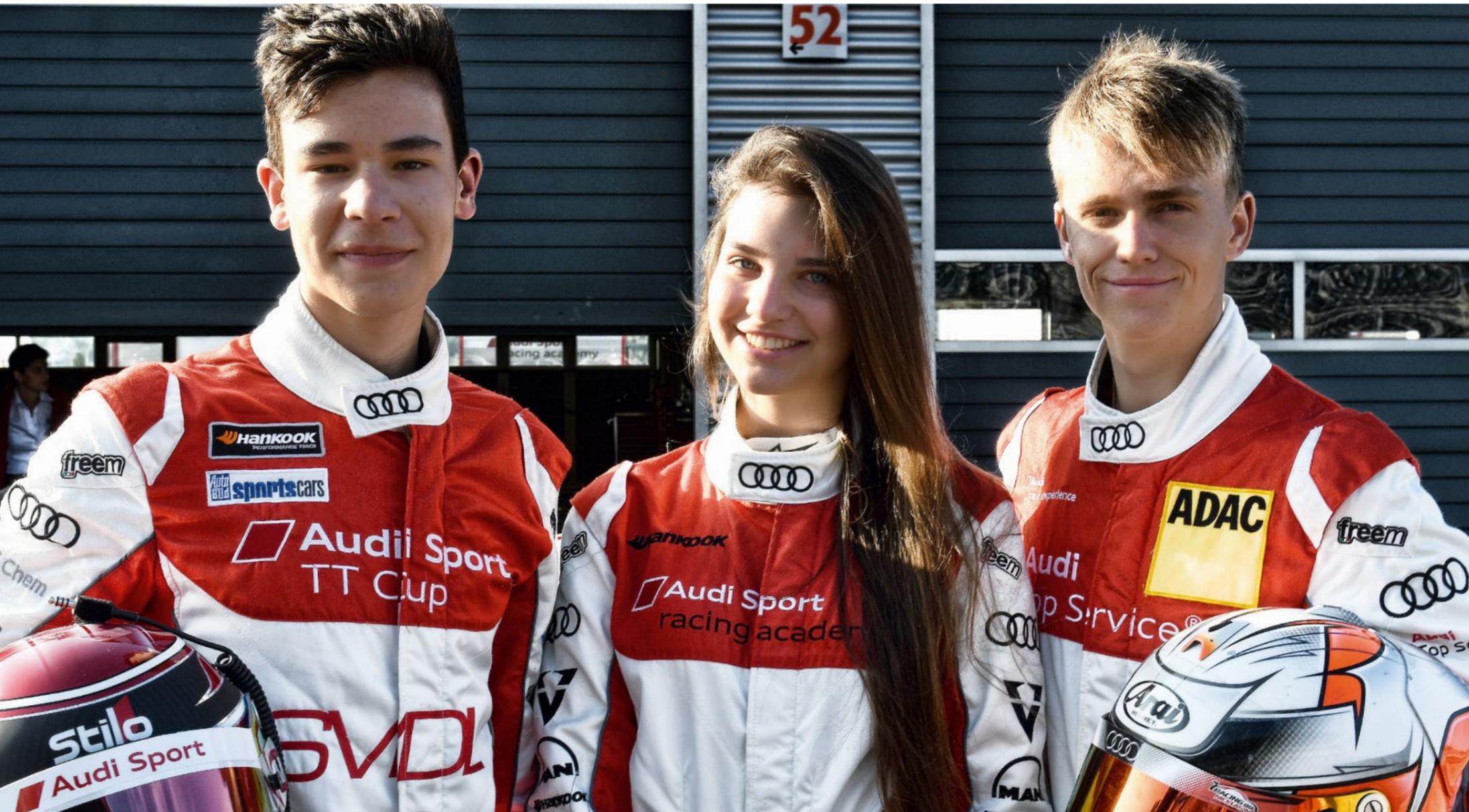
What does that have to do with the grip provided by slicks on a racetrack? "Our young hopefuls should learn how to control the vehicle there," explains Sepp Haider. The Austrian sports director of the Audi race experience and coordinator of the Audi Sport racing academy, must know. After all, he astounded fans for decades with white-knuckle drifts along the special stages in international rallying. "Sheldon, Nicklas and Vivien have to learn what they need to do at the limits. They need to learn how to brake with their left foot, which is not only useful in rallying, but in motor racing too. They all did it well. It is also very useful for racing drivers to learn how to handle a car on ice, even though

they are always just on slicks or wets on asphalt. Then it's easier to deal with a sudden oversteer during the race."

No sooner said than done: the four young drivers spend four days drifting toward their training goal and have lots of fun on the way. "I've made substantial progress with my driving technique on the ice," says Sheldon van der Linde from South Africa. "The drifts between braking and accelerating are amazing. It was crazy and I have learned so much," Vivien Keszthelyi from Hungary admits. And the Dane Nicklas Nielsen adds: "I've made progress particularly with braking. That way I can make better use of the grip I have on the track."

The junior drivers have seven academy dates between March and December in their diary – plus individual racing programmes. Following the kick-off in Muonio, the next stops will take them to the Nürburgring, the Audi driving experience center in Neuburg an der Donau, the EuroSpeedway Lausitz, the Red Bull Ring in Austria, back to the Nürburgring, and finally to the Ascari racetrack in Spain.

The programme content is wide-ranging: from training on ice, fitness, diet, tuning of production and racing cars, and technology seminars, through to PR and media training, classes on rules, mental training and driving the Audi R8 LMS and the Audi TT cup, the young drivers learn everything they need.



The talented young drivers benefit from a professional, experienced support team. Professional drivers Rahel Frey and Pierre Kaffer, together with Sepp Haider, make up the team of mentors. Plus there are trainers covering the technical aspects – everything from an engineer, rules expert to a physiotherapist.

“The four days during our first meeting in Finland were great,” admits mentor Rahel Frey. “We got to know the candidates with their strengths and weaknesses and watched how they battled it out during the training on ice. All have potential and are highly motivated, which is also a great incentive for us. Now each of us needs to focus on their personalities and provide them with the best possible support.”

The workload for the young drivers is enormous – and yet balanced; it supplements the time on the racetrack with thorough training. Whether it’s handling the racing car or personal skills, the young hopefuls are prepared for all areas of life as a motor racing driver.

Physical fitness isn’t left to chance either, with Markus Riedel making sure the young hopefuls stay in tip-top shape. “What I do

The figures for fuel consumption and CO₂ emissions can be found on page 56 and 57.



is to filter the movements of motor racing drivers beforehand,” says the physiotherapist. “How do the drivers use their hands or ankles, what movements are typical? We filter that out and input what they have not yet mastered. What we aren’t looking for is as wide a spectrum as with classic fitness training, but homing in on the details.” You shouldn’t underestimate what difference it makes. “If we’ve done our work well, a driver is more agile in the cockpit, has greater stamina and can cope with pain better. That influences their reactions and perception as well as their own composure,” says Riedel.

Mastering the sports equipment is at least just as important. You’d be hard pushed to find another sport where the hardware is as complicated as it is in motor racing. Electronic recordings enable the data to be analysed. Driving errors such as incorrect braking points or operating mistakes are much easier to spot than in the early days of motor racing. Experienced racing drivers know all too well just how easy it is to get swamped by the huge amounts of data running into gigabytes. Engineers help the three candidates navigate their way through the chassis and aerodynamics data, assist them with data analysis and teach them how to use the tyres.

During the event in Neuburg an der Donau in May 2016, Head of Audi Motorsport Dr Wolfgang Ullrich and DTM driver Nico Müller also took the time to meet up with the young drivers. The driver trio will undergo an intensive programme through to the end of the year. Sheldon van der Linde and Nicklas Nielsen are also regular entrants in the Audi Sport TT Cup and have to demonstrate their skills in competition. The young drivers’ fitness is also analysed at the end of the year, along with their performance on the racetrack. At which point the next stage kicks in. The Audi Sport racing academy checks whether van der Linde and Nielsen are ready to move up into the GT3 sports car, while the young Vivien Keszthelyi is about to move into the Audi Sport TT Cup.

“The collaboration with our young hopefuls has panned out really well in the first year,” says Pierre Kaffer. “Everyone can take away something from these academy meetings – the young drivers as well as the trainers and us mentors. All three young hopefuls are talented drivers and we saw clear progress right from the very first training sessions.” So the Audi Sport racing academy will hopefully smooth the way for the young talented drivers into professional racing, which began in 2016 in the solitary north of Lapland.



Audi Sport

Two programmes, one goal

Six titles for four rings: since the works team returned to the DTM, Audi Sport has taken the DTM Championship title six times with Mattias Ekström, Timo Scheider, Martin Tomczyk and Mike Rockenfeller. Audi also won the manufacturers' title four times over the same period. There can be no doubt that the brand treats the DTM with a great deal of respect. For Audi Sport the popular touring car series is a fundamental part of its extensive involvement in motor racing. And that's not all. The Ingolstadt-based car maker is also involved with the Audi Sport TT Cup as part of the DTM support programme. Here two young hopefuls from the Audi Sport racing academy will be lining up on the grid, looking to follow in the footsteps of Ekström or Rockenfeller someday.

Audi Sport is laying the foundations for a successful future. Nico Müller is one of the young drivers from the current DTM team. These youngsters are capable of being just as successful as the drivers mentioned above. The affable Swiss comes across as convincing on and away from the track. Furthermore, no other Audi driver combines the worlds of the Audi driving experience and the Audi Sport racing academy better than the 24-year-old DTM shooting star. Müller not only advertises the Audi Sport racing academy in his Audi RS 5 DTM – he can also identify totally with the concept of the Audi driving experience.

“As a racing driver, controlling the vehicle is of course a very important element in our skills. Audi driving experience tackles this issue on all possible surfaces and offers all participants the opportunity to develop further,” says Müller, who has been one of the Audi works drivers since 2014. “I always find it useful to build on my wealth of knowledge with extraordinary driver training, such as on snow and ice.”

Sheldon van der Linde from South Africa and the Dane Nicklas Nielsen have also had experience of unusual terrain. The two drivers are enjoying the support offered by the Audi Sport racing academy and are also competing in the Audi Sport TT Cup. Here, they made a very positive impression on several occasions during the course of their first season: both van der Linde and Nielsen made equally convincing racing drivers as they did professional interview partners.

As testimonial to the young racing driver programme, Nico Müller also appreciates the advantages: “It's great to see that Audi and in particular Audi driving experience is getting involved even more in promoting up-and-coming racing drivers. The boys and girls on the programme are given the ideal preparation for their preferred career. This kind of outstanding, extensive coaching in the areas of driving technique, marketing or public relations is priceless.” Just as priceless as the fame that accompanies each DTM champion.



■ Come, drive, win!

Would you like to get involved in the top flight of motor racing? If so, there's no better place to start than in the Audi family. Apply to take part in the Audi Sport TT Cup 2017 and get on the first rung of the professional motorsport ladder at Audi. You should be between 16 and 25 and ideally already have some experience of motorsport or karting. The Audi Sport TT Cup aims to provide young talents with the basics so they can continue their career in motorsport: seminars on fitness, diet, racing car technology and media training are just as much part of the course as are learning the racing line, vehicle handling and data analysis.

The application form for taking part in the Audi Sport TT Cup 2017 is available online at: www.audi-motorsport.com

Service team for the Audi ice experience

Ready even north of the Arctic Circle

The images of the Audi ice experience are absolutely idyllic: brilliant sun, powder snow. The backlit crystals are a dream for every photographer and cameraman whenever Audi's customers drift over frozen lakes in northern Europe or in Austria to their heart's content.

That at least is the pleasant view from a customer's perspective. Yet the Audi ice experience employees have a gruelling task ahead of them to turn each event into an unforgettable winter dream. Months of planning, detailed logistics, the technical preparation of all cars and hard work at the venue go into ensuring that each and every course participant feels happy.

As early as May, Audi orders tyres with steel spikes to equip all the cars in the coming winter. It takes a lot of thorough preparation whenever new models join the Audi winter fleet. From September, the engineers begin preparing the vehicles for use on ice and snow.

Normally Audi converts the cars for the course participants at the end of October. In early January, a carrier transports the fleet to the destinations. 18 Audi models for the course participants, an Audi Q7 for the servicing, one or two test vehicles as well as a demonstration model are available at each location – making their way on four car transporters to the individual venues. Twice as many cars are used in Finland.

Yet the cars are just one element in the Audi ice experience. Without lots of other materials everything would grind to a halt. From the box pallet for spare parts to the tyre changer, from the Euro pallets packed with freight to the tool bench, from the office equipment to the small items, Audi takes everything it needs with it.

The entire materials store for Finland takes up almost 50 cubic metres. Rims, spare parts, shock absorbers, steam cleaners, vehicle jacks, cleaning products and many other items weigh almost 7 tonnes altogether.



Employees have to run through an entire check list before the courses start. The mechanics work through an extensive programme every day, covering everything from exterior washing, interior cleaning to tyre pressures and checking the spikes, not to mention any repairs – car by car. Each handling course is looked after and cordoned off again every day, the radios are checked, the cars refuelled.

While Mother Nature does her bit to cushion the impact as participants veer off into the deep snow, the white blanket is by no means as soft as it looks. If the course visitors take things too far, a bumper may end up shattering on the icy wall of snow or the underbody getting damaged.

The experienced staff are familiar with these kinds of incidents, pull out the stuck cars and resolve any technical problems in no time at all. The work involved, however, is very different to the work at your local Audi dealer. The tasks are much more varied and the working conditions pose their own challenge. The Audi

ice experience takes place at some of Europe's coldest locations. Night-time temperatures of 28 degrees Celsius below zero are the norm near to the Arctic Circle in January.

Anyone who feels the cold is definitely not the ideal service employee in the Audi ice experience. Customers, on the other hand, can expect the perfect conditions. Before the participants get into the cars after a hearty breakfast, the engines will already have been run up to temperature, the cockpits heated to a cosy temperature and the legendary quattro drive set to give its best in the next drift session.

The figures demonstrate just how popular the Audi ice experience is. Audi – pioneer of quattro all-wheel drive – set up its range of courses on snow many years ago. To date more than 10,000 participants have savoured driving fun at the limit in the Audi ice experience and matured into better drivers in the process. A couple of centimetres of snow in Central Europe will certainly no longer stand in their way.



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 the 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 and on slippery surfaces.

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”

Impressive driving dynamics, pioneering technologies together with exclusive design and equipment features charter “Vorsprung durch Technik” in superlative fashion.

An attractive line-up of models once again awaits you in the 2017 winter season. For our Audi training experience you have on hand the **Audi A8 4.0 TFSI quattro**, the **Audi R8 V10 plus Coupé** and in addition to various off-road models such as the **Audi Q7 3.0 TDI quattro**, the **new Audi S4 Avant**, all of which deliver outstanding performance.

Even more powerful, more efficient and more intelligent: the **new Audi S5 Sportback** and the **new Audi S4 Avant** raise the bar in their class with numerous high-end technologies and are used for the Audi ice experience courses in Scandinavia.

The high-torque engines and the quattro drive with sport differential turn both into dynamic training vehicles. For customers this means an experience full of high tech, a synthesis of technology and style, and awe-inspiring agility.

For the Audi tour experience you will be driving the new **Audi SQ7 TDI**. This latest generation offers an exhilarating combination of drivetrain, suspension, assistance systems, infotainment and connectivity with innovative technology.

The essence of Audi pulsates through every single one of our cars. Get a taste of our passion for engineering, design and efficiency. All the training vehicles use fuse dynamic power and sportiness with style and design, as well as giving you a sensation of pure pleasure at the wheel.

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 S5 Sportback



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:** 4,7 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:** 600 Nm
Top speed: 250 km/h > **0-100 km/h:** 6,1 s

Audi SQ7 TDI



Engine type: V8 diesel engine > **Drive type:** quattro
Transmission type: 8-speed tiptronic > **Displacement:** 3.956 cc
Max. power output: 320 kW (435 hp) > **Max. torque:** 900 Nm
Top speed: 250 km/h > **0-100 km/h:** 4,8 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 the Audi driving experience at the following course venues and tour destinations in winter 2017:

○ Audi training experience

- ▶ **Neuburg an der Donau – Germany**
(approx. 20 km west of Ingolstadt in Bavaria)
- ▶ **Seefeld/Tyrol – Austria**
(approx. 20 km west of Innsbruck in the Tyrol region)
- ▶ **Saalbach – Austria**
(approx. 70 km south-west of Salzburg)

● Audi ice experience

- ▶ **Muonio – Finland**
(1,000 km north of Helsinki, approx. 200 km north of the Arctic Circle in Finnish Lapland)
- ▶ **Arvidsjaur – Sweden**
(800 km north of Stockholm, approx. 100 km south of the Arctic Circle in Swedish Laplan)

○ Audi tour experience

- ▶ **Audi North Cape tour**
Kittilä – Ylläs – Kilpisjärvi – Tromsø – Alta – Honningsvåg – Nordkap – Saariselkä – Kittilä





Enhancing your safety

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

There's every chance that the handling dynamics you experience here will spark a lifelong passion. Our participants never cease to be amazed that it's possible to handle such extreme driving situations on ice – once you know how it's done.

The figures for fuel consumption and CO₂ emissions can be found on page 56 and 57.

Overview Audi training experience

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Off-road training

For many, driving doesn't truly begin until you're off the beaten track. Does this appeal to you? Come and try out our off-road models 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 vehicles**
- ▶ Audi A4 allroad 3.0 TDI quattro
 - ▶ Audi Q2 2.0 TDI quattro
 - ▶ Audi Q7 3.0 TFSI quattro

Training venue ▶ Neuburg an der Donau

Duration ▶ ½ training day

Information ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 54



R8 basic experience

The Audi R8 V10 plus Coupé is a dream car for many drivers with sporting ambitions. If you would like to get a feel for its power and outstanding handling qualities, then our R8 basic experience is just what you're looking for. It is also important to bring this exceptional performance safely to the road even in adverse conditions. Not only ice and snow, but also wet roads covered with foliage leaves frequently present challenges for many motorists in autumn and winter.

Designed for beginners, you will practise the principles of a safe driving style at higher speeds and on a slippery surface in a range of dynamic exercises.

Please note that due to weather conditions there may be cancellations or changes to the schedule.

Awaiting you is a driver training course in a thoroughbred sports car.

- Training programme e. g.**
- ▶ Steering slalom
 - ▶ Understeer/oversteer
 - ▶ ABS emergency braking
 - ▶ Evasive manoeuvres
 - ▶ Handling course

Training vehicle ▶ Audi R8 V10 plus Coupé 5.2 FSI quattro

Training venue ▶ Neuburg an der Donau

Duration ▶ ½ training day

Please note ▶ Due to weather conditions there might be cancellations

Information ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 54





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 training course set against the impressive backdrop of the Austrian Alps. On a specially prepared frozen surface, our instructors will use exciting and dynamic exercises to show you how to drive correctly at the vehicle's limits.

You also have the opportunity to improve your driving skills in this winter season on the irrigated dynamic area at the Audi driving experience center in Neuburg an der Donau.

Our Advanced training equips you with valuable knowledge for appraising risks correctly, recognising dangers early on and reacting correctly in hazardous situations. As a result, you will be optimally prepared to overcome any challenges you may face in the future.

The figures for fuel consumption and CO₂ emissions can be found on page 56 and 57.

- Training programme e. g.**
- ▶ Steering slalom
 - ▶ Understeer/oversteer
 - ▶ ABS emergency braking
 - ▶ Evasive manoeuvres
 - ▶ Handling course
- Training vehicles**
- ▶ Audi S4 Avant
 - ▶ Audi S5 Sportback
 - ▶ Audi A8 4.0 TFSI quattro
- Training venues**
- ▶ Seefeld
 - ▶ Saalbach
 - ▶ Neuburg an der Donau (irrigated dynamic area)
- Duration**
- ▶ 1 training day
 - ▶ 1 training day incl. 1 overnight stay
- Information**
- ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 54

Drift training

Experience all the sublime qualities of quattro permanent all-wheel drive in unforgettable fashion.

Drift training offers you the opportunity to get to grips with the specific demands of sporty yet controlled driving over icy surfaces. You will receive in-depth feedback from our expert instructors, most of whom are present and former motorsport professionals.

Basic knowledge, for example of how a vehicle behaves when it is over or understeered, would be advantageous, as purely dynamic exercises will be used to teach you how to drift.

So, power away and prepare to be thrilled by an experience that is guaranteed to make your pulse race.

- Training programme e. g.**
- ▶ Powerslide
 - ▶ Cornering/drift techniques
 - ▶ Zigzag cone slalom
 - ▶ Final handling course
- Training vehicle**
- ▶ Audi S4 Avant
- Training venues**
- ▶ Seefeld
 - ▶ Saalbach
- Duration**
- ▶ 1 training day
 - ▶ 1 training day incl. 1 overnight stay
- Information**
- ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 54

Advanced and drift training

Our Advanced and drift training course is the ideal introduction to driving in a more controlled yet sportier fashion. You will begin with intensive training in the fundamentals on Day 1. In a number of exercises, you will practise the correct way to respond in hazardous situations you could potentially encounter.

You will start to reap the benefits of your improved driving technique on Day 2. Carrying out driving exercises which demand a high level of coordination, you will take your mastery of the vehicle to even greater heights on sheet of ice.

Our instructors will show you how to better employ driving dynamics to your advantage, even when driving over a surface as smooth as glass. The bar is raised a little each time as you gradually work your way to achieving the goal of executing the perfect drift.

Learn how to keep a sporty, dynamic driving style under control at all times. 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
 - ▶ Evasive manoeuvres
 - ▶ Powerslide
 - ▶ Cornering/drift techniques
 - ▶ Zigzag cone slalom
 - ▶ Final handling course

- Training vehicle**
- ▶ Audi S4 Avant

- Training venues**
- ▶ Seefeld
 - ▶ Saalbach

- Duration**
- ▶ 2 training days incl. 2 overnight stays

- Information**
- ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 54



Ice challenge

Those who have already taken part in our Drift training or in one of our experience training courses in Scandinavia have enjoyed the indescribable feeling of drifting through several bends with supreme control.

Our Ice challenge gives drivers who satisfy the programme requirements the opportunity to refresh their existing skills during a one-day training course.

By taking part in purely dynamic exercises such as the zigzag cone slalom and powerslide, you can refresh what you already know. You will then get the chance to prove what you can do during thrilling timed competitions.

However, it's not just a question of speed. The experienced professionals provide you with individual support for constantly improving your driving style. To round off the day, you can show our instructors that you have command of this discipline during the drift competition. An exciting day awaits you and you will be able to demonstrate what you have learnt.

Training programme e. g.

- ▶ Warm-up
- ▶ Zigzag cone slalom
- ▶ Powerslide
- ▶ Various competitions
- ▶ Drift competition

Training vehicle

- ▶ Audi S4 Avant

Training venue

- ▶ Saalbach

Duration

- ▶ 1 training day incl. 1 overnight stay

Prerequisites

- ▶ Finland experience, Sweden experience or Drift training

Information

- ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 54



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 whilst 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
 - ▶ ABS emergency braking
 - ▶ Understeer/oversteer (powerslide)
 - ▶ 180° turn technique
 - ▶ Evade and return
 - ▶ Slalom + 180° turn
 - ▶ Sequence of bends
 - ▶ Situation (protection of passengers)
 - ▶ Zigzag cone slalom
 - ▶ Final handling course
- Training vehicle**
- ▶ Audi A8 4.0 TFSI quattro
- Training venue**
- ▶ Seefeld
- Duration**
- ▶ 2 training days incl. 2 overnight stays
- Information**
- ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 54

Executive driver compact training

Attain high speeds while dealing with increasingly tougher demands. The Executive driver compact training course gives you the opportunity to practise your driving skills right at the edge of the dynamic package.

Over the full day's training you will be able to push your driving skills even further with a slightly condensed training programme which is nonetheless just as intensive as ever.

From the very outset you will need your full range of driving skills. 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 then be required to demonstrate precision on the handling course that concludes the event.

You will be continually pushed to the limit, turning your reactions into reflexes, and ensuring you are well prepared should the worst come to the worst.

- Training programme e. g.**
- ▶ Steering slalom
 - ▶ Oversteer (powerslide)
 - ▶ 180° turn technique
 - ▶ Evade and return
 - ▶ Situation (protection of passengers)
 - ▶ Final handling course
- Training vehicle**
- ▶ Audi A8 4.0 TFSI quattro
- Training venue**
- ▶ Seefeld
- Duration**
- ▶ 1 training day incl. 2 overnight stays
- Information**
- ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 54



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 ensures that we can analyse your driving style individually and improve it effectively.

Training programme e. g.

- ▶ Warm-up
- ▶ ABS emergency braking
- ▶ Evasive manoeuvre with offset
- ▶ 180° reverse turn
- ▶ Decision variants
- ▶ Sequence of bends
- ▶ Zigzag cone slalom
- ▶ Powerslide
- ▶ Situation (protection of passengers)
- ▶ Simulation at night (protection of passengers)
- ▶ Final handling course

Training vehicle ▶ Audi A8 4.0 TFSI quattro

Training venue ▶ Seefeld

Duration ▶ 2 training days incl. 2 overnight stays

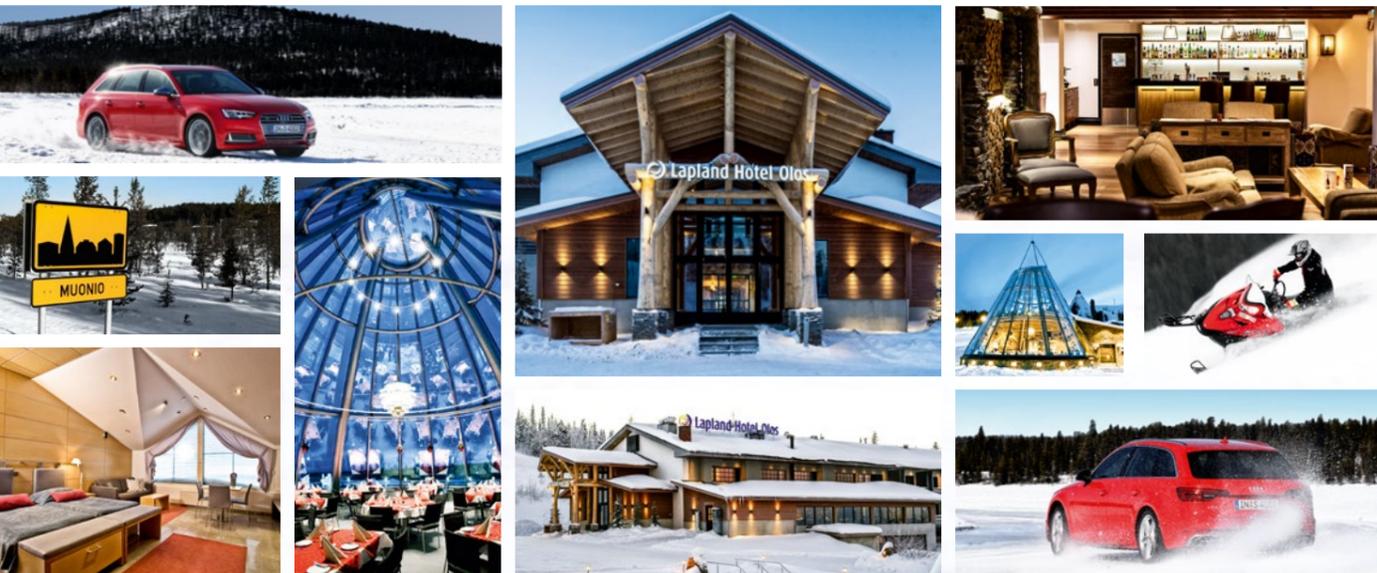
Prerequisites ▶ Executive driver training recommended

Information ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 54



Finland experience

It all started 25 years ago in Muonio



Chance will have it that the Audi ice experience in Finland is located in a small town north of the Arctic Circle. Klaus Demel can still remember the early days as if it were yesterday. “The town of Muonio has a historic significance for Audi,” the man in charge of the Audi driving experience knows all too well. “In 1977, the Group did its winter testing there. The all-wheel drive developed by Audi was put through its paces in the VW Iltis off-roader. This then became the Audi quattro.” And the rest is history: The first Audi sports coupé with all-wheel drive laid the foundations for a success story of more than six million models with quattro drive to date.

But how did the Audi ice experience end up in Muonio? “1992 we were looking for a suitable venue for our winter training courses,” continues Demel. “I met a colleague from Technical Development at AUDI AG, which was doing its winter testing in Finland. He said to me: ‘There’s someone there who can organise everything for you. His name is Pertti Yliniemi.’” Demel set off from Rovaniemi on the 240 kilometre drive to Muonio. “It was an awful rainy day and I was wondering: ‘What on earth am I doing up here,’” the manager recalls perfectly. But then he met Yliniemi, who had answers to all his questions and quickly conjured up the perfect stage for this white winter wonderland.

The successful collaboration has continued to this day – even if it was fairly modest at the start. “We had 32 customers at two events,”

Klaus Demel recalls the inaugural year of 1993. “Today we have more than 700 participants between the end of January and end of March.” Geography and climate dictate this period. Due to the limited daylight hours near to the Arctic Circle, starting the courses before the end of January is not really an option, while it gets too warm from the end of March and the snow melts.

The preparers get down to work as soon as the first layer of ice is formed on the lake in December. Before too much snow falls, the white layer of ice has to be cleared away – otherwise the crust of ice beneath will not grow. If the sheet of ice is still too thin, you won’t be able to create the handling course whatever clearing equipment you use. In the worst-case scenario, snowmobiles have to lay down the courses and compact the snow.

Thanks to the ever-growing community of Audi customers who appreciate what it is to drive on ice, the infrastructure in the region became better and better all the time. The many Audi driving experience events have turned the Hotel Olos into a five-star hotel, by no means a given in the sparsely populated region with just 1.2 inhabitants per square kilometre.

To date more than 10,000 Audi ice experience participants have come to appreciate the amenities in Finland. And Muonio has also benefited a little from Audi – thanks to a stroke of luck.



Overview Audi ice experience

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Sweden experience

Get your first taste of the sporty and dynamic Audi ice experience winter training courses and discover all the thrills of powering around icy tracks. The snow-covered town of Arvidsjaur, just a few kilometres south of the Arctic Circle, has all the right ingredients for doing just this.

During a warm-up session you will be taught all the necessary essentials and will learn, under the expert guidance of our instructors, how to handle the specific challenges of the winding ice circuit calmly and confidently.

Long, sweeping sections are followed by series of tighter turns, each a joy to drive. Feel the elation of masterfully completing a kilometre-long course, then powering off again for another lap.

More adventure and thrills await you during our snow scooter tour into the stunning natural landscape that is the Swedish winter wonderland. Discover the sheer magic of ice and snow, while savouring every single moment.

Training programme e. g.

- ▶ Warm-up
- ▶ Load alteration course
- ▶ Sequences of bends
- ▶ S-bend technique
- ▶ Free practice session
- ▶ Various handling courses

Training vehicle

- ▶ Audi S5 Sportback

Training venue

- ▶ Arvidsjaur

Duration

- ▶ 2,5 training days incl. 3 overnight stays

Information

- ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 54



Sweden pro experience

Relish the prospect of endless drifts, raw driving dynamics and pure pleasure at the wheel – plus, fresh challenges every day. This exclusive driving training event is the perfect follow-up to our experience training in Finland and Sweden.

You will train in small groups, with two participants allocated to each vehicle. Our instructors will bring about an effective improvement in your driving skills with an intensive programme of training and individual analysis of your driving style.

Driving on an icy handling course of up to six kilometres in length, you will be required to carry out new exercises and face challenging competitions. You must continuously bring all your driving skills to the fore, against the clock and even at night.

Awaiting you is an action-packed programme, during which you will meet people who all share a fascination for dynamic driving at the limit.

Training programme e. g.

- ▶ Warm-up
- ▶ S-bend technique
- ▶ Free practice session
- ▶ Various handling courses
- ▶ Handling course with video analysis
- ▶ Numerous assessment checks

Training vehicle

- ▶ Audi S5 Sportback

Training venue

- ▶ Arvidsjaur

Duration

- ▶ 3,5 training days incl. 4 overnight stays

Prerequisites

- ▶ Finland experience, Sweden experience or active motorsport experience

Information

- ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 54



Finland experience

Finland, 200 kilometres beyond the Arctic Circle – you are at the wheel of a powerful Audi, in front of you lies the next bend, behind you nothing but a cloud of snow. This is where you experience driving pleasure without bounds.

Steer, countersteer, stabilise, and drift on sheet ice. During our experience training in Finland, our instructors will present a completely new dimension to driving. Circuits up to seven kilometres in length lead you out over a frozen lake.

You will taste driving pleasure at its purest, your driving style will become increasingly assured and you will learn to deploy the phenomenal capabilities of quattro drive to ever greater effect on the icy surface. A timed lap calls on you to muster up all of your driving expertise and concentrate fully on the task in hand.

A snow scooter tour through the never-ending expanse of the Finnish winter landscape is just the right thing to recover from all the excitement. Discover a natural environment whose overwhelming beauty lies in its simplicity.

Training programme e. g.

- ▶ Braking in bends
- ▶ Sequences of bends
- ▶ S-bend technique
- ▶ Free practice session
- ▶ Various handling courses
- ▶ Various assessment checks

Training vehicle

- ▶ Audi S4 Avant

Training venue

- ▶ Muonio

Duration

- ▶ 2,5 training days incl. 3 overnight stays

- ▶ 4,5 training days incl. 5 overnight stays

Information

- ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 54



Finland pro exclusive experience

There is always room for improvement and there are always new challenges to overcome. That applies to us as much as it does to you.

Prepare to be enthralled as you experience sportiness and dynamism at its purest. Every lap counts, as during our Finland pro exclusive experience you will practise driving at the absolute limit. The attentive, personal support provided by our team of instructors will keep sharpening your driving skills. Video analysis is used to evaluate your driving style and driving efficiency and define individual focal points for training. And then it's back to the handling course, powering into the next turn and the next drift...

Our Finland pro exclusive experience demands a very high level of driving skill and has been specially designed for highly experienced participants and avid motor racing enthusiasts. To take part in this sporty driving course, you must have previously participated in either a Finland experience or a Sweden experience course, or have active motorsport experience.

To ensure in-depth training at a high level, each participant is provided with their own vehicle.

Training programme e. g.

- ▶ Warm-up, Feedback drive
- ▶ Braking in bends
- ▶ Various concentration exercises
- ▶ S-bend technique,
- ▶ Cornering technique for 180° turns
- ▶ Evasion exercise
- ▶ Free practice session
- ▶ Various handling courses
- ▶ Numerous assessment checks

Training vehicle

- ▶ Audi S4 Avant

Training venue

- ▶ Muonio

Duration

- ▶ 3,5 training days incl. 4 overnight stays

Please note

- ▶ Only one participant per training vehicle

Prerequisites

- ▶ Finland experience, Sweden experience or active motorsport experience

Information

- ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 54



To the end of the world

Two countries, four days, 1,648 kilometres, countless impressions: explore the beauty of the Far North in its full glory with Audi. Between the end of February and mid-March 2017, the Audi North Cape Tour takes participants through Scandinavia to the most northerly tip of Europe.

After landing in Kittilä in Finland, the participants get into the new Audi SQ7 TDI. With 320 kW (435 bhp) of power and 900 Nm of torque it is the most powerful diesel SUV on the market and ideal for tackling snow and ice. When overtaking, participants can rely on the high pulling power, which is the result of a world first: the electric powered compressor in the V8 engine ensures an instant response while accelerating. All of which translates into a reassuring performance reserve on long journeys. On the white surface the quattro all-wheel drive is by far the best solution for all traction problems.

For four days the participants cross the fascinating landscape in the north of Finland and Norway. The expanse of the sparsely populated region and the silence of Lapland convey a sublime feeling of relaxation; the unique fjords and rock faces towering over 1,000 metres provide impressive geographic contrasts. With a clear sky the Northern lights produce a breathtaking light show in the sky.

After the first stage and a snow scooter tour the group heads north-west to Tromsø. The Norwegian city is home to the world's most northerly university and the Arctic Sea Cathedral. It's then on to Alta with a visit to an ice hotel, before the participants finally reach the North Cape. Between November and April the authorities only open the road to the North Cape once a day for a registered group; the route then takes this privileged few up 300 metres to the plateau. At this vantage point, there's just 2,100 kilometres between the travellers and the North Pole. The fifth and final day of the Audi North Cape Tour takes the participants via Saariselkä in Finland back to the starting point in Kittilä.

It is not only the Audi SQ7 TDI that guarantees relaxation and comfort. The maximum 20 participants let themselves be pampered every day in select hotels. Together the teams with their ten touring vehicles reach a daily stop-off point for lunch. Having arrived at the end of the stage, participants have sufficient time to relax and explore the surroundings from the late afternoon onwards.

Dinner is the perfect opportunity to share the day's experiences and look forward with anticipation to the forthcoming tours. Anyone that has driven with Audi to the Arctic Sea cannot fail to fall in love with this landscape.

► Audi North Cape Tour

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Audi North Cape tour

Set off on an exclusive trip to Scandinavia's Arctic region and the North Cape. Endless expanses, snow-covered wilderness and absolute stillness are followed by majestic fjords, lined by cliff faces soaring over 1,000 metres high and crooked, jagged peaks. This fascinating panorama will take your breath away, as will your training vehicle – the new Audi SQ7 TDI, whose performance characteristics speak for themselves.

In the Lapp village of Kilpisjärvi in the far north-west of the country, you will depart on a snow scooter expedition across frozen lakes and through snowy forests into Finland's isolated snow desert. This is the perfect precursor to the tour's incredible highlight – your trip to the North Cape, a slate plateau jutting out of the Arctic Ocean on the Norwegian island of Magerøya.

When you are standing on the edge of the North Cape cliffs, only the waves of the Barents Sea are between you and the North Pole. This is the most northerly place on the continent.

After a moment's peace, enjoy the idyllic scenery on your way back to Kittilä.

- Route** ▶ Kittilä – Ylläs – Kilpisjärvi – Tromsø – Alta – Honningsvåg – Nordkap – Saariselkä – Kittilä
- Vehicle** ▶ Audi SQ7 TDI
- Information** ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 54



Audi individual experience

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.



Dates and booking

On the following pages you will find details of dates, prices and everything you need to know about booking and organisation, as well as a preview of our summer programme 2017.

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Preview of summer 2017	62

Home of quattro



Dates >> Audi training experience

	Off-road training	R8 basic experience	R8 basic experience	R8 basic experience
Training vehicle	Audi A4 allroad quattro Audi Q2 2.0 TDI quattro Audi Q7 3.0 TFSI quattro	Audi R8 V10 plus 5.2 FSI quattro	Audi R8 V10 plus 5.2 FSI quattro	Audi R8 V10 plus 5.2 FSI quattro
Duration	½ training day	½ training day (in the morning)	½ training day (in the afternoon)	1 training day
Dates Neuburg a. d. Donau	25.03.2017 (in the morning) 25.03.2017 (in the afternoon)	10.03.2017	10.03.2017	18.03.2017 25.03.2017
Dates Seefeld				
Dates Saalbach				
Price per person	€ 255,-	€ 430,-	€ 460,-	€ 810,-
Young drivers (up to age 25)				
Brochure page	22	24	24	24

	Drift training	Drift training
Training vehicle	Audi S4 Avant	Audi S4 Avant
Duration	1 training day	1 training day Arrival previous evening incl. 1 overnight stay
Prerequisites		
Dates Seefeld	31.01.2017 20.02.2017	12.01. - 13.01.2017 15.01. - 16.01.2017 18.02. - 19.02.2017
Dates Saalbach	20.01.2017 23.01.2017 22.02.2017 24.02.2017	17.01. - 18.01.2017 08.02. - 09.02.2017 09.02. - 10.02.2017 13.02. - 14.02.2017
Price per person	€ 560,-	€ 760,-
Brochure page	27	27

	Advanced training	Advanced training	Advanced training	Advanced training
Training vehicle	Audi S4 Avant Audi S5 Sportback	Audi S4 Avant	Audi S4 Avant	Audi A8 4.0 TFSI quattro
Duration	1 training day irrigated dynamic area	1 training day	1 training day Arrival previous evening incl. 1 overnight stay	1 training day
Dates Neuburg a. d. Donau	11.03.2017 18.03.2017			
Dates Seefeld		11.01.2017 12.01.2017 21.02.2017 (Ladies' special)		18.02. 2017
Dates Saalbach		07.01.2017 08.01.2017 21.02.2017 23.02.2017 27.02.2017 28.02.2017	16.01. - 17.01. 2017 07.02. - 08.02. 2017	
Price per person	€ 470,-	€ 500,-	€ 700,-	€ 500,-
Young drivers (up to age 25)	€ 295,-	€ 290,-		
Brochure page	26	26	26	26

	Advanced and drift training	Ice challenge
Training vehicle	Audi S4 Avant	Audi S4 Avant
Duration	2 training days Arrival previous evening incl. 2 overnight stays	1 training day Arrival previous evening incl. 1 overnight stay
Prerequisites		Finland experience, Sweden experience or Drift training
Dates Seefeld	28.01. - 30.01.2017 10.02. - 12.02.2017 16.02. - 18.02.2017	
Dates Saalbach	12.01. - 14.01.2017 14.01. - 16.01.2017 25.01. - 27.01.2017 02.02. - 04.02.2017 05.02. - 07.02.2017 11.02. - 13.02.2017 14.02. - 16.02.2017	27.01. - 28.01. 2017
Price per person	€ 1.350,-	€ 800,-
Brochure page	28	30

If not otherwise stated, the vehicles shall generally be occupied at the events by 2 persons per vehicle.
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 56 and 57.

Dates >> Audi training experience

	Executive driver training	Executive driver compact	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. 2 overnight stays	2 training days Arrival previous evening incl. 2 overnight stays
Prerequisites			Executive driver training recommended
Dates Seefeld	07.01. - 09.01.2017 18.02. - 20.02.2017	12.01. - 14.01.2017	09.01. - 11.01.2017 19.01. - 21.01.2017 15.02. - 17.02.2017
Price per person	€ 1.530,-	€ 990,-	€ 1.590,-
Brochure page	32	33	34

Dates >> Audi tour experience

	Audi North Cape tour
Vehicle	Audi SQ7
Duration	5 days incl. arrival and departure with 4 overnight stays
Route	Kittilä – Ylläs – Kilpisjärvi – Tromsø – Alta – Honningsvåg – Nordkap – Saariselkä – Kittilä
Dates	28.02. - 04.03.2017 05.03. - 09.03.2017
Departure airports	Berlin, Düsseldorf, Frankfurt, Hamburg, Munich
Price per person	€ 3.980,-^{1,2}
Brochure page	48

If not otherwise stated, the vehicles shall generally be occupied at the events by 2 persons per vehicle.

All prices are final prices (including statutory value added tax), the stated prices of events in Scandinavia are not subject to VAT, accompanying person on request, for further information and bookings, please ring: +49 (0)841 – 89 3 29 00 or email to: drive@audi.de

¹ All Audi tour experience prices are final prices and are net with % VAT (Special arrangements apply to travel agencies).

² Only active participation possible

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 S5 Sportback ▶ Fuel consumption in l/100 km: urban 9,9 - 9,8; extra-urban 6,1 - 5,9; combined 7,5 - 7,3;

CO₂ emissions in g/km:combined 170 - 166; Efficiency rating: C/EU6

Dates >> Audi ice experience

	Sweden experience	Sweden pro experience
Training vehicle	Audi S5 Sportback	Audi S5 Sportback
Duration	2,5 training days incl. 3 overnight stays	3,5 training days incl. 4 overnight stays
Prerequisites		Finland experience, Sweden experience or active motorsport experience
Dates Arvidsjaur	03.02. - 06.02.2017 17.02. - 20.02.2017 03.03. - 06.03.2017 17.03. - 20.03.2017	13.02. - 17.02.2017
Departure airports	Hanover, Munich, Stuttgart, Vienna	Hanover, Munich, Stuttgart, Vienna
Price per person	€ 3.520,-	€ 4.280,-
Brochure page	38	40

	Finland experience	Finland experience	Finland pro exclusive
Training vehicle	Audi S4 Avant	Audi S4 Avant	Audi S4 Avant
Duration	2,5 training days incl. 3 overnight stays	4,5 training days incl. 5 overnight stays	3,5 training days incl. 4 overnight stays
Prerequisites			Finland experience, Sweden experience or active motorsport experience
Dates Muonio	21.02. - 24.02.2017 18.03. - 21.03.2017	19.01. - 24.01.2017 14.02. - 19.02.2017 09.03. - 14.03.2017 23.03. - 28.03.2017	05.02. - 09.02.2017 02.03. - 06.03.2017
Departure airports	Berlin, Düsseldorf, Frankfurt, Hamburg, Munich	Berlin, Düsseldorf, Frankfurt, Hamburg, Munich	Berlin, Düsseldorf, Frankfurt, Hamburg, Munich
Price per person	€ 3.520,-	€ 4.590,-	€ 5.700,-
Brochure page	42	42	44

Fuel consumption/emissions figures:

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

Audi A4 Allroad 3.0 TDI quattro ▶ Fuel consumption in l/100 km: urban 5,8 - 5,7; extra-urban 5,3 - 5,0; combined 5,5 - 5,3;

CO₂ emissions in g/km:combined 146 - 139; Efficiency rating: A/EU6

Audi Q2 2.0 TDI quattro ▶ Fuel consumption in l/100 km: urban 5,9 - 5,7; extra-urban 4,9 - 4,6; combined 5,5 - 5,2;

CO₂ emissions in g/km:combined 128 - 134; Efficiency rating: B/EU6

Audi SQ7 TDI quattro ▶ Fuel consumption in l/100 km: urban 8,7 - 8,4; extra-urban 6,9 - 6,5; combined 7,6 - 7,2;

CO₂ emissions in g/km:combined 199 - 189; Efficiency rating: B/EU6

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



Event information

Have we convinced 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:

- ▶ 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 and meals are included in the price; as are accommodation costs for events lasting more than one day.
- ▶ The prices for our training events in Scandinavia include the cost of the flight from the listed airports with our authorised partners (economy class).
- ▶ 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 60 and 61. Additional registration forms can be requested at any time by calling us on the above telephone number or by visiting our website.

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

Venue/date* **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..

Departure airport Single room Double room

Invoicing address Send a voucher
(if different from participant)

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 60 and 61) 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 60 and 61) 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*
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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

1. 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.
2. 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.
3. The remitte 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.
4. The remitte 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.
5. The confirmed event date is binding.

§ 2 Organisation/Conditions for Implementation

1. 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.
2. 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.
3. 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

1. 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.
2. 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.

3. 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.
4. 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

1. 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.
2. 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

1. 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.
2. 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.
3. 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.
4. 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 Withdrawal by the applicant (Cancellation)

1. The Registrant is entitled to rescind the Agreement at any time.
2. 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:
 - a. from reservation to 56 days prior to the start of the event: 10% of the event price, but at least €50.00
 - b. from 55 days prior to the start of the event: 50% of the event price
 - c. 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.

3. 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 by the Organiser

1. 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.
2. 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

1. 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.

2. 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)

1. 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.
2. 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

1. 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.
2. Customs and currency regulations are very strictly dealt with in various countries. The Participant should inform himself accurately and always follow the regulations.
3. 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

1. 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.
2. Disputes arising from or in connection with this Agreement are exclusively subject to the laws of the Federal Republic of Germany.

AUDI AG (Status as of July 2015)



Summer 2017

When the eventful winter season has finished, course participants can look forward to another exciting programme in summer 2017.

Whether you're an Audi owner or a fan of the brand, the wide range of courses is available to everyone.

Whilst **Audi training experience** offers a broad spectrum of classic driver and safety training courses, **Audi tour experience** stands for challenging driving experiences in various regions of the Alps and Italy – with the new Audi R8 Spyder.

Participants who feel at home on the race track will discover a new dimension of speed at the **Audi sportscar experience** events. **Audi race experience** presents the fascinating world of motor racing with a number of ways to take an active part.

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