

# Audi driving experience Winter programme 2021



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

or by contacting

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Audi driving experience  
D 85045 Ingolstadt

Correct as at 11/2020  
Subject to change

Partner of Audi driving experience



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

THE TYRE CONNECTS YOUR VEHICLE TO THE ROAD AND THUS INFLUENCES THE DRIVING BEHAVIOUR OF YOUR VEHICLE. CHOOSING THE RIGHT TYRE CAN MAKE THE DIFFERENCE, ESPECIALLY IN WINTRY CONDITIONS. CHOOSE INNOVATIVE PIRELLI TYRES THIS WINTER FOR MORE SAFETY, CONTROL AND QUALITY.



POWER IS NOTHING WITHOUT CONTROL

# Get in, drive away, experience driving pleasure

We welcome you to the 2021 winter season!

Fascinating driving experiences, perfectly prepared winter locations, tours through the snowy Bavarian Alps, plus our sportiest models – that's the world of the Audi driving experience.

Even if coronavirus continues to occupy us in the coming winter, we are back with another extensive program for you, in compliance with all official requirements and recommendations, of course. Whether as an introduction or for use in motorsport, for confidence in routine road traffic or to prepare for the upcoming racing season, our current winter programme offers you all of the conditions you need to test your personal driving technique and thus to increase your driving potential and safely push your limits.

Professional and highly qualified instructors from motorsport, intensive support as well as technical precision and quality are the hallmarks of our training- We design our programs so that you as a participant get an especially long time for driving and can use it effectively. This makes us one of the most successful providers when it comes to driving safety and driving enjoyment.

Prepare yourself for dynamics, fascination and unforgettable experiences.

Your Audi driving experience team

## The training vehicles Experience “Vorsprung durch Technik”

In the 2021 winter season you can expect to find an attractive vehicle fleet.

For our Audi training experience, the **Audi A8 60 TDI quattro**, the **Audi A8 55 TFSI quattro**, the **Audi RS 4 Avant** and the **Audi R8 Coupé V10 performance quattro** all of which impress with excellent performance capabilities, are at your disposal. The high-torque engines and the quattro drive add up to an experience packed with high tech in dynamic training vehicles.

### Audi RS 4 Avant

**Engine type:** V6 petrol engine > **Drive type:** quattro  
**Transmission type:** 8-speed tiptronic > **Displacement:** 2.894 cc  
**Max. power output:** 331 kW (450 hp) > **Max. torque:** 600 Nm  
**Top speed:** 250 km/h > **0-100 km/h:** 4,1 s



### Audi A8 60 TDI quattro

**Engine type:** V8 diesel engine > **Drive type:** quattro  
**Transmission type:** 8-speed tiptronic > **Displacement:** 3956 cc  
**Max. power output:** 320 kW (435 hp) > **Max. torque:** 600 Nm  
**Top speed:** 250 km/h > **0-100 km/h:** 4,4 s



### Audi A8 55 TFSI quattro

**Engine type:** V6 petrol engine > **Drive type:** quattro  
**Transmission type:** 8-speed tiptronic > **Displacement:** 2967 cc  
**Max. power output:** 250 kW (340 hp) > **Max. torque:** 500 Nm  
**Top speed:** 250 km/h > **0-100 km/h:** 5,6 s



### Audi R8 Coupé V10 performance quattro

**Engine type:** V10 petrol engine > **Drive type:** quattro  
**Transmission type:** 7-speed S tronic > **Displacement:** 5204 cc  
**Max. power output:** 456 kW (620 hp) > **Max. torque:** 580 Nm  
**Top speed:** 331 km/h > **0-100 km/h:** 3,1 s



### Audi RS Q8

**Engine type:** V8 petrol engine > **Drive type:** quattro  
**Transmission type:** 8-speed tiptronic > **Displacement:** 3996 cc  
**Max. power output:** 441 kW (600 hp) > **Max. torque:** 800 Nm  
**Top speed:** 250 km/h > **0-100 km/h:** 3,8 s



### Audi RS 6 Avant

**Engine type:** V8 petrol engine > **Drive type:** quattro  
**Transmission type:** 8-speed tiptronic > **Displacement:** 3996 cc  
**Max. power output:** 441 kW (600 hp) > **Max. torque:** 800 Nm  
**Top speed:** 250 km/h > **0-100 km/h:** 3,6 s



The figures for fuel consumption and CO<sub>2</sub> emissions can be found on page 41.



# Mattias Ekström

**Automobile circuit training with two-time DTM Champion and FIA World Rallycross Champion Mattias Ekström – in summer and in winter**

As intensive as circuit training, exclusively with Mattias Ekström and Rolf Volland, as inspiring as a competition: The EKS training is based on thrilling motorsport and is a jewel in the Audi driving experience.

“EKS” are the first letters of Mattias Ekström’s surname. The 42-year-old Swede represented Audi’s colors in motorsport for almost two decades. The EKS abbreviation in easy-to-read, large letters on his racing car always identified one of the fastest and most versatile of his kind. With two DTM titles, he is one of the best touring car drivers in the world, and as rallycross world champion, he further

demonstrated world class in this discipline. Moreover, Classic sprint rallies are also part of the Nordic all-rounder’s repertoire.

The 13-time German rallycross champion Rolf Volland has been enriching the Audi driving experience as an instructor for many years. Among other things, the Franconian has developed a special training course for racing drivers. This is how Klaus Demel, Head of Audi driving experience, came up with the idea of passing this knowledge on to his customers.

Volland and Ekström are the personal trainers. The EKS training is aimed at a select group of customers: motor sports enthusiasts, who want

to improve further, as well as ambitious, performance-oriented sports drivers, can expect real automotive circuit training. Your sports equipment: In winter 2019/2020 it was the high-performance models Audi RS 3 EKS Rallye and Audi S4 Avant, in summer 2020 the Audi R8 Coupé, and in winter 2020/2021 the Audi RS 4 Avant delight customers.

If you want to achieve high-performance levels, you must not only hit the ideal line. Concentration exercises while driving, special tests such as in rallying, including variable vehicle set-up, regularity tests and rally-style competitions with cumulative individual times - all of this awaits sports enthusiasts. Mattias Ekström or Rolf Volland sit in the passenger seat during all time trials. The concentrated

programme includes a professional evaluation: Technical workshops in the evening highlight points of improvement and open up possible solutions. Data recording and evaluation as well as the reference data from EKS guarantee analysis and transparency. Different vehicle settings enable learning steps and a fair evaluation according to fixed rules stands for equal opportunities. The common goal: Nobody has an individual advantage, everyone should become faster and better.

And you will. Because the best compliment for the EKS training are the results so far: The performance curves of all participants are clearly pointing upwards, and the places in the small groups have long been constantly booked out. The programme stormed from zero to a hundred out of nowhere and has long been a super hit.



# Audi electrifies Formula E

Since its inaugural season 2014/15, Formula E has caused a sensation worldwide - and aroused great interest among car manufacturers. Thanks to its innovative and future-oriented concept, the first international all-electric racing series reaches completely new target groups. This also means that the races are not held on traditional racetracks but, in line with the trend towards urbanization, directly in metropolises such as New York, London, Rome, Berlin or Paris.

At the end of 2017, Audi became the first German car manufacturer to enter Formula E with its very own works team, making it a trendsetter. Ten manufacturers are now involved in the racing series. The steadily growing importance of Formula E has been recognized by the FIA, which will award it the status of a world championship from 2020/21.

Last season was probably the most unusual in the history of Formula E. Not only was the competition more fierce than ever, the course was also different from previous years. The season started in November 2019 and was interrupted after five races in Asia, South and Central America and Africa due to the corona pandemic. After a good five months, Formula E finally returned to the racetrack - for the final showdown in Berlin. In nine days, six races were held on three different track layouts on the site of the former Tempelhof Airport and the champion was celebrated. Customers and participants of the Audi driving experience were able to watch the exciting finale in the Audi driving experience center in Neuburg. Regular updates kept them informed about what was happening, and they had the chance to experience the Audi e-tron on test drives.

Despite the great challenges, the Audi e-tron FE06 impressed in the hard-fought season: in the six final races in Berlin alone, they achieved five podium positions and three fastest laps. Overall, there was one victory, three second places, three third places and four fastest race laps on the positive side in the 2019/2020 season. With 43 podium places, Audi Sport ABT Schaeffler remains the most successful team in Formula E history even after the sixth season. Lucas di Grassi, the 2016/17 Formula E champion, leads the all-time list of drivers with 32 trophies and 796 points.

Formula E is an ideal field of activity/playing field for Audi. It is not only the perfect test laboratory for the innovative e-tron drive concept, but also enables a direct test of strength with other premium brands. Allan McNish, Team Principal of Audi Sport ABT Schaeffler in Formula E, is convinced that "competition on the racetrack to accelerate development for customers - this combination is firmly anchored in Audi's DNA. The involvement in Formula E fits perfectly with "Roadmap E" on the road: by 2025, the brand aims to bring more than 30 electrified models onto the market.

At the same time, Audi driving experience is well prepared for the future when it comes to electric mobility. A wide variety of events with 4 new e-tron models are planned for the summer of 2021. Including fantastic routes through the most beautiful Alpine regions or exciting experiences as part of our Formula E races. Participants can experience the driving experience of a new era and convince themselves of the performance of the Audi e-tron family, emission-free and almost silent.



# 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 in winter 2021:

## ● Audi sportscar experience

- **Neuburg an der Donau – Germany**  
(approx. 20 km west of Ingolstadt in Bavaria)

## ○ Audi training experience

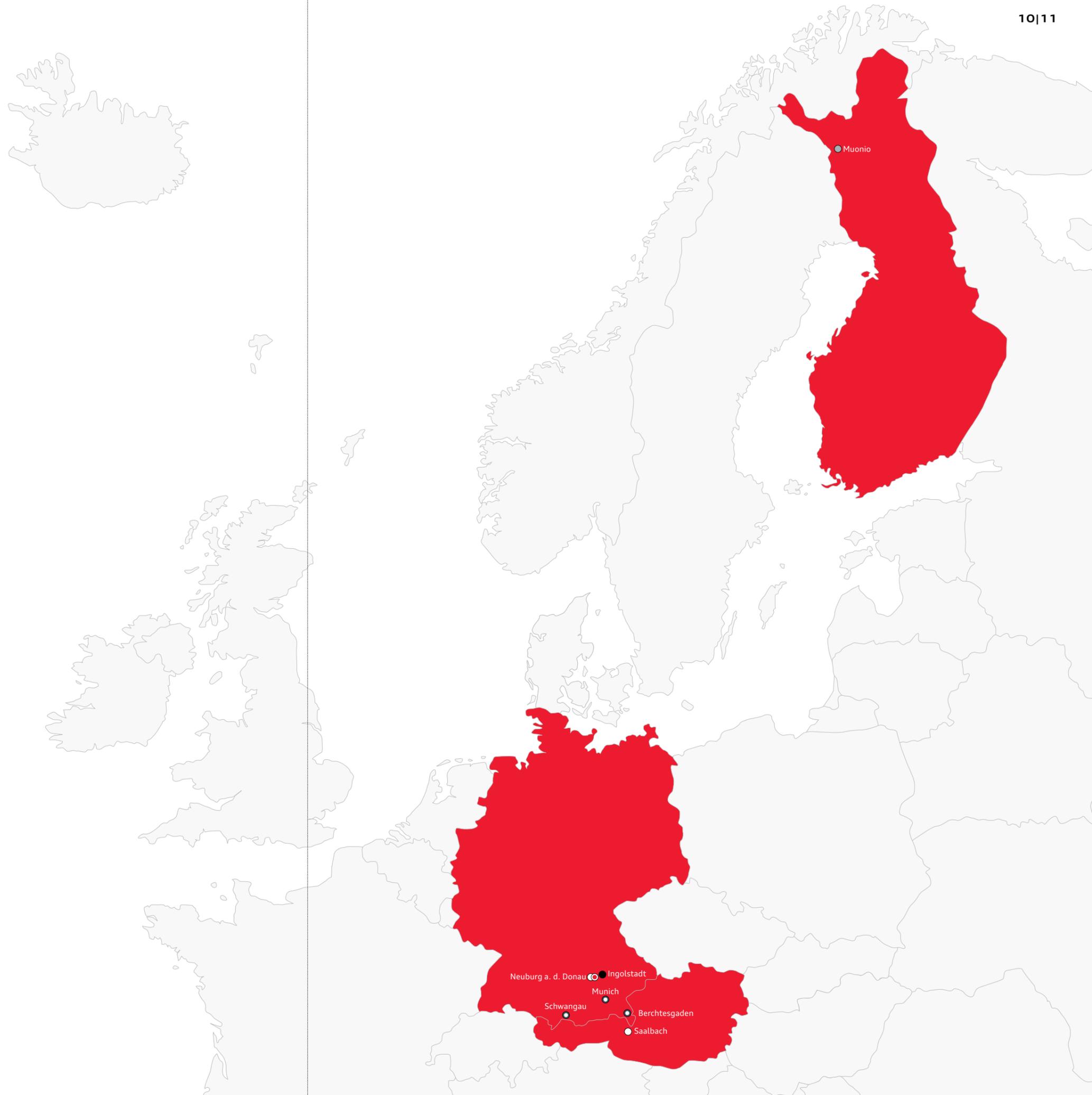
- **Neuburg an der Donau – Germany**  
(approx. 20 km west of Ingolstadt in Bavaria)
- **Saalbach – Austria**  
(approx. 70 km south-west of Salzburg)

## ● Audi ice experience

- **Muonio – Finland**  
(1,000 km north of Helsinki, approx. 200 km north of the Arctic Circle in Finnish Lapland)

## ○ Audi tour experience

- **Audi RS Q8 Bavarian Alps tour**  
Munich – Neuburg an der Donau – Hohenschwangau – Rottach-Egern at Lake Tegernsee – Berchtesgaden – Oberaudorf – Munich
- **Audi exclusive tour – RS winter tour**  
Hohenschwangau – Rottach-Egern at Lake Tegernsee – Berchtesgaden



# R8 basic experience

The Audi R8 Coupé V10 performance quattro is a dream car for many drivers with sporting ambitions. If you want to get a feel for its power and its outstanding handling qualities, then our R8 basic experience is just what you 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 offer our R8 basic experience as a half-day course and each participant has an Audi R8 Coupé V10 performance quattro available.

**Training programme e. g.**

- Warm-up slalom
- Understeer
- Cornering technique
- Guided driving on handling course

**Training vehicle**

- Audi R8 Coupé V10 performance quattro

**Training venue**

- Neuburg an der Donau

**Duration**

- ½ training day (single occupation)

**Participants**

- **Max. 5 participants per instructor**

**Please note**

- **Driving training programme also designed for beginners**
- **Due to weather conditions there might be cancellations**

**Important**

- **Please be sure to observe the notes on pages 36 and 37!**

**Information**

- All dates, prices, general terms and conditions and contact details can be found starting on page 38

# R8 exclusive experience

Look forward to an intense driving experience with the Audi R8 Coupé V10 performance quattro 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 – 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 another person with you if you like; of course an Audi R8 Coupé V10 performance quattro is also available as a training vehicle for the other driver. The visit to the in-house restaurant Audi drivers lounge offers a successful end to the impressive training session.

**Training programme e. g.**

- Warm-up slalom
- Cornering technique
- Guided driving on handling course

**Training vehicle**

- Audi R8 Coupé V10 performance quattro

**Training venue**

- Neuburg an der Donau

**Duration**

- ½ training day

**Please note**

- **Maximum two participants**
- **One Audi R8 Coupé for each participant**
- **Maximum two training groups**
- **Due to weather conditions there might be cancellations**

**Important**

- **Please be sure to observe the notes on pages 36 and 37!**

**Information**

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# 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.

**Training programme e. g.**

- Steering slalom
- Understeer/oversteer
- ABS emergency braking
- Evasive manoeuvres
- Handling course

**Training venue**

- Saalbach
- Neuburg an der Donau (irrigated dynamic area)

**Training vehicle**

- Audi RS 4 Avant

**Duration Saalbach** • 1 training day (single occupation)  
**Participants** • **Max. 7 participants per instructor**

**Duration Neuburg** • ½ training day (single occupation)  
**Participants** • **Max. 5 participants per instructor**

**Important** • **Please be sure to observe the notes on pages 36 and 37!**

**Information** • All dates, prices, general terms and conditions and contact details can be found starting on page 38

# Drift training

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

This 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.

After learning the basics of drifting, you can expect more specific and challenging training modules in order to further optimise your timing and feel for the right 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 RS 4 Avant

**Training venue**

- Saalbach

**Duration**

- 1 training day (single occupation)

**Participants**

- **Max. 7 participants per instructor**

**Important**

- **Please be sure to observe the notes on pages 36 and 37!**

**Information**

- All dates, prices, general terms and conditions and contact details can be found starting on page 38



# 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 one. 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 later in the day. 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.

<b>Training programme e. g.</b>	<ul style="list-style-type: none"> <li>• Steering slalom</li> <li>• Understeer/oversteer</li> <li>• ABS emergency braking</li> <li>• Evasive manoeuvres</li> <li>• Powerslide</li> <li>• Cornering/drift technique</li> <li>• Zigzag cone slalom</li> <li>• Final handling course</li> </ul>
<b>Training vehicle</b>	<ul style="list-style-type: none"> <li>• Audi RS 4 Avant</li> </ul>
<b>Training venues</b>	<ul style="list-style-type: none"> <li>• Saalbach</li> </ul>
<b>Duration</b>	<ul style="list-style-type: none"> <li>• 1 training day incl. 1 overnight stay (single occupation)</li> </ul>
<b>Participants</b>	<ul style="list-style-type: none"> <li>• <b>Max. 4 participants per instructor</b></li> </ul>
<b>Important</b>	<ul style="list-style-type: none"> <li>• <b>Please be sure to observe the notes on pages 36 and 37!</b></li> </ul>
<b>Information</b>	<ul style="list-style-type: none"> <li>• All dates, prices, general terms and conditions and contact details can be found starting on page 38</li> </ul>





# 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 and each participant has an Audi A8 quattro as a training vehicle, 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
- 180° turn technique
- Evade and return
- Slalom + 180° turn
- Dynamic exercises
- Situation (protection of passengers)
- Final handling course

**Training vehicles**

- Audi A8 60 TDI quattro
- Audi A8 55 TFSI quattro

**Training venue**

- Saalbach

**Duration**

- 1 training day incl. 1 overnight stay (single occupation))

**Participants**

- **Max. 4 participants per instructor**

**Important**

- **Please be sure to observe the notes on pages 36 and 37!**

**Information**

- All dates, prices, general terms and conditions and contact details can be found starting on page 38

# 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. The accelerator, brake, steering angle and line of sight must always coordinate with one another perfectly when a car is driven to its limits. Circuits up to seven kilometres in length lead you out over a frozen lake.

You will experience pure driving pleasure. As one former world rally champion put it: “The best thing about driving is the drift.”

Your driving style will become increasingly assured and you will learn to deploy the phenomenal capabilities of quattro drive of the Audi RS 4 Avant 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.

Welcome to Finland!

**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 RS 4 Avant

**Training venue**

- Muonio

**Duration**

- 2,5 training days incl. 3 overnight stays (single occupation)
- 3,5 training days incl. 4 overnight stays (single occupation)

**Participants**

- **Max. 6 participants per instructor**

**Please note**

- **Training price without flight (see page 40)**

**Important**

- **Please be sure to observe the notes on pages 36 and 37!**

**Information**

- All dates, prices, general terms and conditions and contact details can be found starting on page 38

# 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

Then it's back to the handling course, into the next turn and the next drift – and the whirling snow descends slowly!

These exercises demand a high level of driving skill and like our training vehicle, the Audi RS 4 Avant, underline the sportiness of the event. Experience undiluted driving pleasure!

Our Finland pro exclusive experience 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.

**The driving demands placed on your driving abilities and the higher speeds involved underline the sportiness and training intensity of this event.**

**Training programme e. g.**

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

**Training vehicle**

- Audi RS 4 Avant

**Training venue**

- Muonio

**Duration**

- 3,5 training days incl. 4 overnight stays

**Participants**

- **Max. 6 participants per instructor**

**Please note:**

- **Only one participant per training vehicle**
- **Training price without flight (see page 40)**

**Prerequisites**

- Finland experience, Sweden experience or active motorsport experience

**Important**

- **Please be sure to observe the notes on pages 36 and 37!**

**Information**

- All dates, prices, general terms and conditions and contact details can be found starting on page 38

# Finland Pro experience with Mattias Ekström

If you enjoy competition and aren't afraid to drive for three days at the absolute limits, this is the place for you.

Under the guidance of two-time DTM Champion and FIA World Rallycross Champion Mattias Ekström, you will tackle two to four special stages, included in the overall classification as in a rally. With a maximum of eight participants, two instructors will be at your side with tips and tricks.

An Audi RS 4 Avant will be available to each participant for an intensive training experience. The special stages in the Audi RS 3 EKS Rallye are additional highlights on the second and third day of training.

This training is designed exclusively for participants who have already completed our Finland pro exclusive experience or have verifiable, active experience in motorsport. Every motorsport racer can develop their skills here optimally and at the highest level, whether they are active on the circuit, in rallies, in rallycross or in another motorsport discipline. Even world and European champions as well as the winners of many national racing series use this training to prepare for the new season. Following the driving training, additional technical workshops will be offered.

What to know more? You can obtain further information from our customer support by calling the telephone number: +49 (0) 841 - 89 3 29 00.

**Training programme e. g.**

- Driving at the absolute limits
- A variety of special stages each day

**Training vehicles**

- Audi RS 4 Avant
- Audi RS 3 EKS Rallye

**Training venue**

- Muonio

**Duration**

- 3 training days incl. 4 overnight stays

**Participants**

- Max. 4 participants per instructor

**Please note**

- One Audi RS 4 Avant for each participant as training vehicle, the Audi RS 3 EKS Rallye will be occupied alternately

#### Training price without flight (see page 40)

**Prerequisites**

- Finland pro exclusive experience or active motorsport experience

**Important**

- Please be sure to observe the notes on pages 36 and 37!

**Information**

- All dates, prices, general terms and conditions and contact details can be found starting on page 38



# Audi RS Q8

## Bavarian Alps tour

Upper Bavaria, Allgäu and Berchtesgadener Land – experience some of the most beautiful regions of Southern Germany on our Audi RS Q8 Bavarian Alps tour.

In our highly dynamic model, the new Audi RS Q8, you will directly experience the tremendous power and performance of this top Audi model in every curve and every moment. And to relax, let yourself be pampered in our selected hotels.

Upon your arrival at Munich Airport, the Audi Team will welcome you for a short briefing. Then you will start your drive to Upper Bavaria in the Audi RS Q8. The first stage of the drive takes you through the Hallertau, also known as Holledau, the largest continuous hops-growing region in the world, to the Audi driving experience center in Neuburg an der Donau.

The in-house restaurant and its viewing terrace, which provides a panoramic view of the entire site, is the ideal spot to savour your lunch.

Next you will drive through the wintry Allgäu to Hohenschwangau and the hotel AMERON Neuschwanstein Alpsee Resort & Spa, located at the foot of the two royal castles Hohenschwangau and Neuschwanstein. Before dinner we invite you to enjoy some mulled wine with a view of Hohenschwangau Castle and for a short winter walk to the Alpsee lake.

The next morning, the route takes you along the Romantic Road and the German Alpine Road through picturesque Alpine foothills to Rottach-Egern on Lake Tegernsee, where you will have lunch at the Seehotel Überfahrt.

We then proceed via the Rossfeld panorama road to the Kempinski Hotel Berchtesgaden, situated 1,000 metres above sea level, in the middle of the Berchtesgaden Alps. You can unwind at the end of the day with a cosy fondue in the vinotheque.

On the third day, the route takes you through the winter landscape of Ramsau to Oberaudorf and the Hotel Feuriger Tatzlwurm. Situated in a delightfully secluded location between the sky and mountains, surrounded by the peaks of the Kaisergebirge range at an altitude of 770 metres, you will enjoy refined regional cuisine during a group lunch.

The final stage past Lake Schliersee and back to Munich allows you to once again sample the full potential of the new Audi RS Q8.

### Route

- Munich – Neuburg an der Donau – Hohenschwangau (overnight stay) – Rottach-Egern – Berchtesgaden (overnight stay) – Oberaudorf – Munich

### Duration

- 3 days incl. 2 overnight stays

### Vehicle

- Audi RS Q8

### Important:

- **Please note indispensable the information on pages 36 and 37!**

### Miscellaneous

- Programme is subject to change

### Information

- All dates, prices, general terms and conditions and contact details can be found starting on page 38



# Audi tour exclusive

# RS

## Winter tours

Crystal-clear water with a sparkling surface, framed by a magnificent mountain panorama and with the Audi RS 6 Avant – a top model with impressive performance. Our RS Winter tours take you through some of the most beautiful regions in Bavaria, whether you choose the two-day or three-day version.

In our highly dynamic model, the new Audi RS 6 Avant, you will directly experience the tremendous power and performance in every curve and in every moment. Enjoy culinary delicacies in exclusive restaurants and then unwind at the end of the day in our selected hotels. Welcome to our Audi RS Winter tours.

You'll start your RS Winter tour to the German Alps from Munich Airport in the Audi RS 6 Avant. We have prepared interesting route suggestions for the respective tours, which pass by the region's most stunning lakes or over the highest mountain passes.

With our RS Winter tours you can choose from three options with corresponding route suggestions and decide which top-class hotel will be your domicile for one or two nights. Whichever destination you choose, you can look forward to days filled with memorable experiences while driving one of the sportiest Audi models.

In **Hohenschwangau**, in the Allgäu, you will spend the night at the AMERON Neuschwanstein Alpsee Resort & Spa, located at the foot of both the Hohenschwangau and Neuschwanstein castles. After you arrive you can go for some deep relaxation in the spa area. Or you can simply enjoy gazing up at the two royal castles over a cup of coffee. We have prepared interesting route suggestions for your daily stages in the Allgäu, the Bavarian Alps and the Alpine foothills.

Kempinski Hotel **Berchtesgaden** is the literal height of Alpine hospitality. With its exclusive location 1,000 metres above sea level and its own ski slope in the midst of the Berchtesgadener Alps, the Kempinski Hotel Berchtesgaden is a superlative retreat in one of

the most beautiful regions of the Bavarian Alps. Take in the winter mountain scenery on a drive on the Rossfeld Panoramic Road. Germany's highest panoramic road leads you directly into the unique, Alpine mountain scenery of Berchtesgadener Land.

If you choose to visit Lake Tegernsee, the route will lead you to **Rottach-Egern** and the Seehotel Überfahrt. You'll find everything you need here for a perfect time, among other things one of Europe's most beautiful spas. The German Alpine Road runs directly past Lake Tegernsee and invites you to explore, for example, on a drive to the Chiemgau Alps.

To plan your personal tour experience, please contact us by phone at +49 (0)841-8932900 or send an email to [incentive@audi.de](mailto:incentive@audi.de).

- |                      |  |
|----------------------|--|
| <b>Vehicle</b>       | • Audi RS 6 Avant  |
| <b>Duration</b>      | • 2 days incl. 1 overnight stay<br>• 3 days incl. 2 overnight stays                                    |
| <b>Service</b>       | • Individual advice and route suggestions for the two or three day tour                                |
| <b>Important:</b>    | • <b>Please note indispensable the information on pages 36 and 37!</b>                                 |
| <b>Please note</b>   | • The tour price includes the overnight stay(s) with half board and the first tank filling.            |
| <b>Miscellaneous</b> | • Programme is subject to change   |
| <b>Information</b>   | • All dates, prices, general terms and conditions and contact details can be found starting on page 38 |





## Audi driving experience center

# Conference plus

Motorsport, driving events and biodiversity – since it opened in spring 2014, Audi Neuburg has been home to the Audi driving experience and the Motorsport Competence Centre, including Audi Sport Motorsport and Audi Sport customer racing. In addition to developing and testing racing cars and testing vehicle assistance systems for the future, customers can experience driving pleasure here with the latest and sportiest models from Audi on the 47-hectare site situated not far from Ingolstadt. Protecting the environment was also a major concern during construction of the site: the entire energy supply here is carbon-neutral. In addition, habitats have been created on the site for numerous animal and plant species.

The Audi driving experience center is booked by many companies for internal events. The versatile customer building is the core element for events and offers the ideal ambience for product presentations, conferences or company events – there are almost no limits on what you can do!

Presentation areas on two levels and rooms that can be flexibly combined provide a stylish framework 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 you with everything you need to organise conferences and meetings for up to 180 delegates. International guests benefit from

the fact that they are just 50 minutes or so from Munich Airport thanks to the superb transport connections to the driving experience site.

But what could be more extraordinary than combining a meeting with a real driving experience? With its 30,000 square metre dynamic driving area, a handling course stretching up to 2.2 kilometres long and an off-road course, the Audi driving experience center offers a host of training opportunities. The half-day training course on the dynamic driving area pushes your guests to the absolute limits of performance in the sportiest Audi models. With the guided driving in the new Audi R8 Coupé V10

performance quattro on the handling course, you get a feel for the brand's sportiness. And as co-driver with our instructors, you offer your guests an emotional highlight.

The in-house restaurant whose viewing terrace provides a panoramic view of the entire site is the ideal spot to savour the culinary delights.

We will be happy to compile your customised "Conference plus" programme on request. Contact us at [incentive@audi.de](mailto:incentive@audi.de).

# Audi individual experience

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

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. **Take this opportunity for an extraordinary experience with a personal touch – this is possible at our events in Finland starting from a minimum of six participants.**

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](mailto: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 experiences are subject to the availability of the training venues and the desired vehicles.





## Registration

Please complete the form in print and either send it by e-mail to [drive@audi.de](mailto: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*	<b>Accommodation (in the case of training courses with an overnight stay):</b> 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.
Venue/date*	<input type="checkbox"/> Single room <input type="checkbox"/> Double room  <input type="checkbox"/> Send a gift card  <input type="checkbox"/> Redeeming voucher no.: _____ If the chosen training course is more expensive than the value of the voucher, you will be invoiced for the difference.

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

### Participant

Surname/First name*	Surname/First name*
Date of birth	Possibly company
	Address*
	City, Postal/Zip Code/Country*
	Telephone number contact person
	E-mail

If the event or participation in the event is hindered, endangered or impaired to a significant degree due effects of the outbreak of the SARS-CoV-2 coronavirus foreseen as possible or if there are other significant difficulties for the contractual provision of services due to the coronavirus crisis, both the participant and the organiser can terminate the contract at any time – even after the event has started. There can be an option to terminate in this sense in particular, but not exclusively, in the following cases: official requirements, infection with the coronavirus or justified suspicion of infection with the coronavirus. All cases justifying termination in the aforementioned sense must be comparable in severity to the examples given and the event, participation in the event or the contractual provision of services must at least be hindered, endangered or impaired to a significant degree. The terminating party is required to state the facts and must provide evidence/proof for the existence of a reason for termination in the aforementioned sense. With regard to the consequences of termination, Section 9 of the General Terms and Conditions (Exceptional Circumstances) applies accordingly; in particular, the organiser can demand compensation for services rendered or services still to be performed to end the event.

### Billing address

Surname/First name*	Surname/First name*
Possibly company	Address*
City, Postal/Zip Code/Country*	Telephone number contact person
E-mail	Tax ID no. (only companies)

**I have read and understood the General Terms & Conditions (P 42/43) 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*	

#### Declaration of consent under data protection law:

To send you information on new events, we need your consent. The following declaration of that consent is voluntarily and may be withdrawn at any time without stating reasons. If you have already given your declaration of consent under data protection law with different content in the past, you don't need to tick anything in the following. If a further declaration of consent with different content is given, the most recent one always applies. If the following declaration is not filled in, this has no effect on any declarations of consent under data protection law already given, the revocation of these always requires a separate revocation in each case.:

By post: AUDI AG, Audi driving experience, 85045 Ingolstadt, by email: [drive@audi.de](mailto:drive@audi.de), by fax: +49 (0) 841 – 89 84 3 29 00

I hereby consent to AUDI AG, Auto-Union-Strasse 1, 85045 Ingolstadt ("Audi") processing my contact details (including name, email address, postal address) for the purpose of regularly contacting me and sending me information from Audi driving experience as well as contacting me via the following selected communication channel(s):

Please check\* (multiple choices possible):       by post       by e-mail

You can find further information on how your personal data is handled on page 35.

Place, date	Signature
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## Data protection notice for Audi driving experience

In this data protection notice we provide information about the processing of your personal data by Audi AG, Auto-Union-Strasse 1, 85045 Ingolstadt ("we") in connection with registration and participation in Audi driving experience events.

### 1. Who is responsible for data processing and who can I contact?

The entity responsible for processing your personal data is: AUDI AG Auto-Union-Strasse 1, 85045 Ingolstadt.  
For data protection issues you can also contact our company data protection officer:  
AUDI AG, Data Protection Officer, Auto-Union-Strasse 1, 85045 Ingolstadt. Email: [datenschutz@audi.de](mailto:datenschutz@audi.de).

### 2. Which data do we process and where does it come from?

We process the personal data you provided in the registration and participation forms or in the event contract for the Audi driving experience, the data you entered in the application for information about the Audi driving experience (e.g. event catalogue) or the data provided by others in the context of the booking and the data you or a passenger entered in the log (driver, time and duration of trip). If you commit a traffic violation in the Audi driving experience we receive the relevant information from the responsible authorities.

### 3. For what purposes do we process your data and what is the legal basis?

We process your personal data in compliance with the provisions of the General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (BDSG) for the purposes of booking and managing events you attend as a participant, guest or companion, and to document the event and resolve and pursue possible traffic violations, administrative offences or crimes. This processing is for the purpose of precontractual measures and performance of a contract with you (Art. 6 para. 1 (b) GDPR) and the latter also to meet any Audi AG legal obligations.

If you order the Audi driving experience events catalogue or give your declaration of consent under data protection law on the registration/participation form, we process your data on the basis of your consent (Art. 6 para. 1, subpara. 1 (a) GDPR).

### 4. Who gets my data?

In providing specific services we use event agencies as order processors who assist us in participation management. We also forward your personal data, if necessary, to the event hotels, if you request this service in the context of the event, and we send your full name to the instructors for the event you booked. In the event of traffic violations we forward your personal data to the responsible authorities. No data is transmitted to countries outside the EU (i.e. countries which are members of neither the European Union nor the European Economic Area).

### 5. How long is the data stored?

We store your data for the duration of the event and subsequently for the duration of the relevant statutory retention obligations (up to 10 years). Subsequent storage is also subject to the statutory retention limits (up to 30 years, regular limit 3 years).

### 6. What rights do I have?

Naturally, you have your relevant data protection rights to notification, rectification, erasure and restriction of processing with regard to processing your personal data in connection with your participation. You may revoke or amend your consent at any time with future effect without stating reasons. If you wish to contact us, please do so:

By post: AUDI AG, Audi driving experience, 85045 Ingolstadt, By email: [drive@audi.de](mailto:drive@audi.de), By fax: +49 (0) 841 – 89 84 3 29 00

You can find further information on this and on your right to complain to the responsible data protection authority in our detailed data protection notice at [www.audi.de/datenschutz](http://www.audi.de/datenschutz).

### 7. Contact

If you have questions about this data protection notice or processing of your personal data by Audi AG, or wish to exercise your data protection rights, please contact the following:  
AUDI AG Kundenbetreuung Deutschland, PO Box 10 04 57, 85045 Ingolstadt, Email: [kundenbetreuung@audi.de](mailto:kundenbetreuung@audi.de)

For more information on data protection at Audi: [www.audi.de/datenschutz](http://www.audi.de/datenschutz)

# 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:

- When booking, a separate registration form is required for each participant.
- The vehicles are provided by Audi.
- **Compliance with the measures and guidelines required due to the coronavirus is mandatory (see page 37).**
- **We offer separate training for individual drivers; double occupancy in one vehicle is only possible if the persons come from the same household.**
- **In the separate training courses for individual drivers, the pure driving time remains the same in Austria and in Neuburg an der Donau; it is doubled for individual driver bookings for our courses in Finland and accordingly has a higher price as a consequence.**
- **The training prices for our events in Finland do not include the cost of the flight. This is to be organized on your own.**
- ! **Individual training in Finland is only possible for groups with at least six participants.**

- For the events that are part of the Audi tour experience, vehicles are covered by fully comprehensive insurance with a €1.000 excess.
- The Audi RS Q8 Bavarian Alps tour includes accommodation, full board and fuel costs. Audi tour exclusive includes accommodation with half board and the first tank filling
- Please note that we must refrain from accompanying persons who are not actively participating in training because of the permitted total numbers. Audi tour experience events, where only active participation is possible, are the exception to this.
- Vouchers can be ordered by contacting us as indicated below. On our website [www.audi.de/driving](http://www.audi.de/driving), you will also find a voucher as a PDF to print out under the item Catalogues/Forms.
- Please note that the journey and additional accommodation must be organized on your own. 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](mailto:drive@audi.de)  
 Internet: [www.audi.com/driving](http://www.audi.com/driving)

If you are interested in organising an exclusive training event, please email your inquiry to us at [incentive@audi.de](mailto:incentive@audi.de)

You will find our full terms and conditions of participation and General Terms and Conditions on pages 42 and 43. Additional registration forms can be requested at any time by calling us on the above telephone number or by visiting our website.

# Information about handling the coronavirus

**The health of our participants and employees is a top priority for Audi. We therefore observe the official guidelines and recommended measures at our events and supplement these where needed with additional useful points. In addition, we ask that you observe the generally applicable rules including maintaining the recommended social distancing, wearing a face mask and washing your hands.**

**Group size:** Group sizes and number of participants adjusted based on official requirements.

**Distancing:** The seating arrangements in the conference and briefing rooms as well as in restaurants guarantee a distance of 1.5 metres.

**Hand sanitiser dispensers** are located at the entrances of our event locations.

**Face masks:** Please observe the official guidelines regarding the wearing of a face mask and also the separate notices posted at our event locations. It is not necessary to wear a face mask in the vehicle during our training.

**Vehicle:** We offer our training events for individual drivers; double occupancy in one vehicle is only possible if the persons come from the same household.

**High-risk area:** If you are coming from a high-risk area for Audi driving experience training for professional or private reasons, we ask you to refrain from participating in order to protect the other participants and our staff. Please contact us if this is the case.

**Lodging ban:** Official regulations concerning a possible lodging ban must be observed accordingly.

**Please check the following points before participating in an Audi driving experience event:**

- Has the health authority ordered you to undergo an official quarantine?
- Has the health authority ordered an official quarantine in your immediate surroundings (e.g. family member or other contact person)?
- Have you had flu-like symptoms in the last 48 hours such as fever, coughing, difficulty breathing, frequent sneezing, a heavy cold, painful limbs or a severely impaired sense of taste or smell?

**If you answered “yes” to at least one question, we must ask you to contact Audi driving experience and refrain from participating in the event.**

If you unexpectedly experience flu-like symptoms while participating in an Audi driving experience event, please report this immediately to the event personnel (instructors and/or event support) and stop participating in the event. The employees of Audi driving experience will introduce further measures accordingly.

If you are found to be infected with the coronavirus after the event, please give the health authorities the email address [drive@audi.de](mailto:drive@audi.de) or the mobile phone number **+49 (0)162 13 65 053** so they can contact us and determine any other persons who may have come into contact with you during the event.

Please note that we must comply with local regulatory requirements and provide your contact information to identify possible chains of infection in response to requests from health authorities. During the event, these contact details will be recorded on a separate form that will be destroyed four weeks after the event if no incident occurs.

## We care about your health – help us protect it.



**Wash your hands thoroughly – for at least 20 seconds**  
 Wash your hands with soap several times a day and take your time when doing so. Avoid touching your mouth, eyes and nose.



**Avoid shaking hands**  
 We prefer to offer you our brightest smile and hope you will return it. This is a nice way for us to protect each other.



**Coughing – please practice good hygiene**  
 Keep your distance from others when coughing and sneezing. Cough into the crook of your arm, not your hands.



**Paper tissues – the better choice**  
 Use paper tissues only once and dispose of them quickly.



**Keep a distance – at least 1.5 metres**  
 Please maintain this minimum distance! This way you will protect yourself and others.

## Audi sportscar experience

	R8 basic experience	R8 exclusive experience
<b>Training vehicle</b>	Audi R8 Coupé	Audi R8 Coupé
<b>Occupation</b>	single occupation	single occupation
<b>Duration</b>	½ training day	½ training day
<b>Dates Neuburg a. d. Donau</b>	06.03.2021 (in the afternoon) 27.03.2021 (in the afternoon)	06.03.2021 (in the morning) 27.03.2021 (in the morning)
<b>Price per person<sup>1</sup></b>	€ 490,-	€ 1,450,- (1 participant) € 2,100,- (2 participants)
<b>Please note</b>		two training groups possible
<b>Brochure page</b>	12	12

## Audi training experience

	Advanced training	Drift training
<b>Training vehicle</b>	Audi RS 4 Avant	Audi RS 4 Avant
<b>Occupation</b>	single occupation	single occupation
<b>Duration</b>	1 training day	1 training day
<b>Dates Saalbach</b>	08.01.2021 21.02.2021	17.01.2021 23.01.2021 30.01.2021 08.02.2021 15.02.2021 20.02.2021
<b>Price per person<sup>1</sup></b>	€ 550,-	€ 580,-
<b>Young drivers (up to age 25)<sup>1</sup></b>	€ 295,-	
<b>Brochure page</b>	14	16

## Audi training experience

	Advanced training	Advanced training
<b>Training vehicle</b>	Audi RS 4 Avant	Audi RS 4 Avant
<b>Occupation</b>	single occupation	single occupation
<b>Duration</b>	½ training day	½ training day
<b>Dates Neuburg a. d. Donau</b>	06.03.2021 (in the morning) 27.03.2021 (in the morning)	06.03.2021 (in the afternoon) 27.03.2021 (in the afternoon)
<b>Price per person<sup>1</sup></b>	€ 490,-	€ 490,-
<b>Young drivers (up to age 25)<sup>1</sup></b>	€ 295,-	€ 295,-
<b>Brochure page</b>	14	14

## Audi training experience

	Advanced and drift training	Executive driver training
<b>Training vehicle</b>	Audi RS 4 Avant	Audi A8 60 TDI quattro Audi A8 55 TFSI quattro
<b>Occupation</b>	single occupation	single occupation
<b>Duration</b>	1 training day Arrival previous evening incl. 1 overnight stay	1 training day Arrival previous evening incl. 1 overnight stay
<b>Dates Saalbach</b>	08.01. – 09.01.2021 09.01. – 10.01.2021 30.01. – 31.01.2021 05.02. – 06.02.2021	21.01. – 22.01.2021 31.01. – 01.02.2021 11.02. – 12.02.2021
<b>Price per person<sup>1</sup></b>	€ 1,050,-	€ 1,250,-
<b>Brochure page</b>	18	20

The vehicles are provided by Audi.

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

<sup>1</sup> Only active participation possible

## Audi ice experience

	Finland experience	Finland experience
<b>Training vehicle</b>	<b>Audi RS 4 Avant</b>	<b>Audi RS 4 Avant</b>
<b>Occupation</b>	single occupation	single occupation
<b>Duration</b>	2,5 training days incl. 3 overnight stays	3,5 training days incl. 4 overnight stays
<b>Dates Muonio</b>	27.01. – 30.01.2021 21.02. – 24.02.2021 03.03. – 06.03.2021 12.03. – 15.03.2021 13.03. – 16.03.2021	19.01. – 23.01.2021 23.01. – 27.01.2021 03.02. – 07.02.2021 15.02. – 19.02.2021 24.02. – 28.02.2021 06.03. – 10.03.2021
<b>Price per person without flight<sup>1,3</sup></b>	<b>€ 4,500,-</b>	<b>€ 5,400,-</b>
<b>Brochure page</b>	22	22

## Audi tour experience

	Audi RS Q8 Bavarian Alps tour	Audi tour exclusive RS Winter tours	Audi tour exclusive RS Winter tours
<b>Vehicle</b>	<b>Audi RS Q8 quattro</b>	<b>Audi RS 6 Avant</b>	<b>Audi RS 6 Avant</b>
<b>Duration</b>	3 driving days incl. 2 overnight stays with full board	3 driving days incl. 2 overnight stays with half board	2 driving days incl. 1 overnight stay with half board
<b>Route</b>	Munich – Neuburg an der Donau – Hohenschwangau (ONS) – Rottach-Egern – Berchtesgaden (ONS) – Oberaudorf – Munich	individual route suggestions according to hotel choice, both overnight stays are in the same hotel	individual route suggestions according to hotel choice
<b>Dates</b>	22.01. – 24.01.2021 26.02. – 28.02.2021 19.03. – 21.03.2021	on request	on request
<b>Price per person<sup>2,3</sup></b>	<b>€ 1,900,- in double room</b>	<b>€ 1,200,- in double room</b>	<b>€ 800,- in double room</b>
<b>Brochure page</b>	26	28	28

The vehicles are provided by Audi.

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

<sup>1</sup> The training prices for our events in Finland do not include the cost of the flight. This is to be organized on your own.

<sup>2</sup> All Audi tour experience prices are final prices and are net with 0% VAT (Special arrangements apply to travel agencies).

<sup>3</sup> Only active participation possible

## Audi ice experience

	Finland pro exclusive experience	Finland pro experience with Mattias Ekström
<b>Training vehicles</b>	<b>Audi RS 4 Avant</b>	<b>Audi RS 4 Avant Audi RS 3 EKS Rallye</b>
<b>Occupation</b>	single occupation	single occupation
<b>Duration</b>	3,5 training days incl. 4 overnight stays	3 training days incl. 4 overnight stays
<b>Prerequisites</b>	Finland experience, Sweden experience or active motorsport experience	Finland pro exclusive experience or active motorsport experience
<b>Dates Muonio</b>	08.02. – 12.02.2021 19.02. – 23.02.2021	14.01. – 18.01.2021
<b>Price per person without flight<sup>1,3</sup></b>	<b>€ 6,200,-</b>	<b>€ 9,100,-</b>
<b>Brochure page</b>	23	24

### Fuel consumption/emissions figures:

Audi RS 4 Avant	<ul style="list-style-type: none"> <li>Fuel consumption in l/100 km: urban 12,2; extra-urban 7,5; combined 9,2;</li> <li>CO<sub>2</sub> emissions in g/km: combined 211 – 210</li> </ul>
Audi RS 6 Avant	<ul style="list-style-type: none"> <li>Fuel consumption in l/100 km: urban 16,3 – 16,2; extra-urban 9,1 – 8,9; combined 11,7 – 11,5;</li> <li>CO<sub>2</sub> emissions in g/km: combined 268 – 263</li> </ul>
Audi RS Q8 quattro	<ul style="list-style-type: none"> <li>Fuel consumption in l/100 km: urban 17,0; extra-urban 9,3 – 9,2; combined 12,1;</li> <li>CO<sub>2</sub> emissions in g/km: combined 277 – 276</li> </ul>
Audi A8 55 TFSI quattro	<ul style="list-style-type: none"> <li>Fuel consumption in l/100 km: urban 11,3 – 11,1; extra-urban 6,5 – 6,3; combined 8,3 – 8,0;</li> <li>CO<sub>2</sub> emissions in g/km: combined 152 – 145</li> </ul>
Audi A8 60 TDI quattro	<ul style="list-style-type: none"> <li>Fuel consumption in l/100 km: urban 8,6 – 8,5; extra-urban 6,4; combined 7,2;</li> <li>CO<sub>2</sub> emissions in g/km: combined 190 – 189</li> </ul>
Audi R8 Coupé V10 performance quattro	<ul style="list-style-type: none"> <li>Fuel consumption in l/100 km: urban 20,0; extra-urban 9,0; combined 13,1;</li> <li>CO<sub>2</sub> emissions in g/km: combined 297</li> </ul>

Fuel consumption and CO<sub>2</sub> emission figures given in ranges depend on the tires/wheels used.

Further information on official fuel consumption figures and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the “Guide to the fuel consumption, CO<sub>2</sub> emissions and electricity consumption of new passenger cars” available free of charge from all sales outlets and DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Strasse 1, D-73760 Ostfildern-Scharnhausen, Germany ([www.dat.de](http://www.dat.de)).

# 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.

# Summer 2021

The summer of 2021 at Audi driving experience is focused on electric mobility and we are especially looking forward to welcoming the sportiest member of the Audi e-tron family.

With new models and revised training, we are offering a fascinating and extensive portfolio of driving events which, as always, convey driving pleasure and safety.

During the **Audi tour experience**, you will experience driving in wide-ranging alpine regions and enjoy the wonderful panorama of the High Alps.

Participants who feel at home on the racetrack learn how to drive at faster speeds than ever before or get familiar with the fascinating world of racing during the **Audi sportscar experience**.

At the **Audi driving experience center** in Neuburg an der Donau, you have a variety of opportunities to experience the full range of the sportiest models from Audi. Whether on the 2.2-kilometre-long handling course, the 47-hectare dynamic area or the off-road course, this is where you can take your driving to the limits under professional guidance.

You can find the latest information and current events as well as register for our newsletter at [www.audi.com/driving](http://www.audi.com/driving) – so you will always be up to date.

