

# Audi driving experience



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

or by contacting

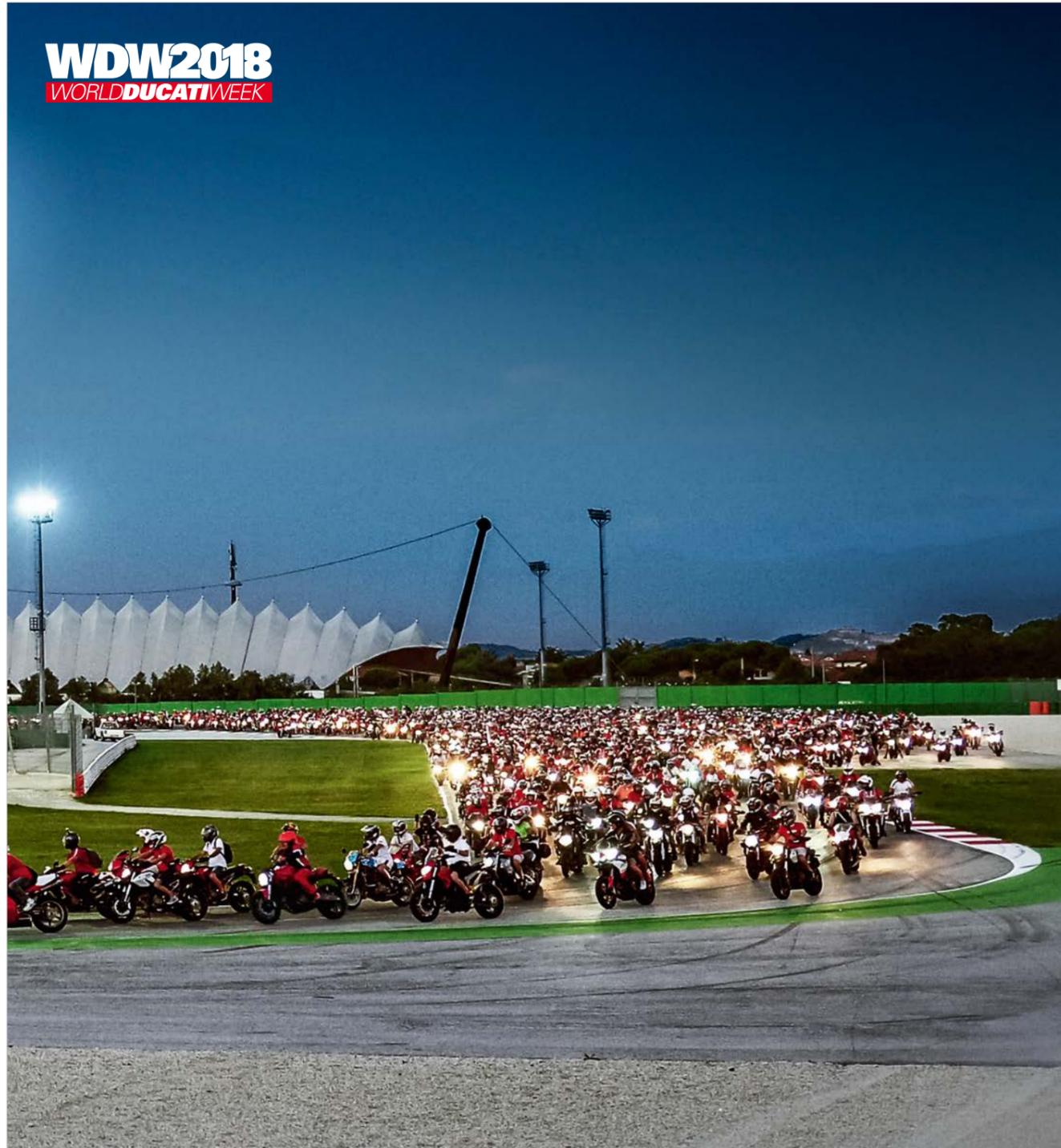
**AUDI AG**  
Audi driving experience  
D 85045 Ingolstadt

Correct as at 02/2018  
Item no. 831/4000/2018  
Subject to change

Partner of Audi driving experience



## Summer programme 2018



**WDW2018**  
WORLD DUCATI WEEK

## Join the World Ducati Week 2018

20<sup>th</sup>-22<sup>th</sup> July at Misano World Circuit, Italy

Summertime, Italian style, the Adriatic Riviera, the Misano racetrack and the roar of thousands of Ducati motorcycles. Join the World Ducati Week 2018: the motorcycling world's biggest get-together where thousands of enthusiasts from all over the globe meet for a long weekend of bikes, passion, fun and adrenalin. The best opportunity to experience the real passion for Ducati, discover and ride all the latest bikes in the 2018 product range and meet the Ducati heroes of the MotoGP and Superbike championships.

World Ducati Week 2018: Unleash the passion. More than ever.

Join the party. Visit [wdw.ducati.com](http://wdw.ducati.com)



# Contents

## Audi driving experience

Let the 2018 summer season begin	4
A potted history of racetrack training courses - The past meets the present	6
Audi Sport - Looking forward to 2018	10
Audi driving experience center - Magic moments for all winners	12
The team	14
The training vehicles	15
The course venue	16

## Audi training experience

Compact training	18
Off-road training	19
Advanced training	20
Intensive training	21
Executive driver training	22
Executive driver training pro	24

## Audi Sport experience

R8 basic experience	26
R8 exclusive experience	27
Racetrack experience	28
Racetrack pro experience	29
Nordschleife experience	30
Licence training	31
Motorsport individual training	32
Motorsport training level 1	34

## Audi tour experience

Audi R8 Spyder Tyrol Alpine tour	36
Audi R8 Spyder South Tyrol tour	38
Audi R8 Spyder Dolce Vita tour	40

## Audi individual experience

Audi brand experience - Audi Altmühl Valley tour and Audi Interlpen tour	42
Audi individual experience	43
Conference plus	44

## Dates and booking

Overview of dates	46
Event information and registration form	52
General terms and conditions	54
Preview of winter 2019	56



# Start

## Let the 2018 summer season begin

Audi driving experience bids you a warm welcome to the 2018 summer season. Experience the entire passion of the Four Rings with Audi driving experience that includes tours through the most beautiful regions, training courses at the limit in first-class facilities, and all that together with a professional, enthusiastic team at the steering wheel of Audi's most dynamic models. Feel the beat of the brand's pulse.

Gain an insight into the world of Audi driving experience with reports on the development of the racetrack training courses from the beginnings to the present, find out about last year's joint campaign with the Donaukurier newspaper, and take a tantalising look at what the future holds for Audi Sport.

The extensive course portfolio ranges from fun-packed tours through to challenging driver training courses.

This year the **Audi Sport experience** has added **Motorsport training level 1** to its line-up. This course is aimed specially at racing drivers with sporting ambitions looking to take their driving skills to the next level. The popular **Individual motorsport training** rounds off the programme with Audi's most powerful models. Besides the GT3 racing car Audi R8 LMS, the GT4 version of the Audi R8 LMS is now also available as a training vehicle. This year the Audi R8 Coupé V10 plus is once again ready to explore the depths of the "Green Hell" – savour this legendary racetrack first-hand with our Nordschleife experience.

Whether Compact training or the thrilling driving experiences: Audi driving experience combines professional training with fun at the wheel on internationally renowned racetracks.

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

**Audi tour experience** offers intensive, varied driving experiences in the most stunning landscapes. The Audi R8 Spyder V10 plus turns every bend and every pass into an unforgettable experience – and,

of course, as part of the **new Tyrol Alpine tour**.

**Audi individual experience** gives you the opportunity to design your very own experience that is tailored to your individual wishes.

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

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



A potted history of racetrack training courses

# The past meets the present

One image that speaks volumes: the white Audi 80 quattro from 1985 and the red Audi R8 Coupé V10 plus epitomise Audi's model history and the long history of racetrack training courses associated with Audi driving experience. And they epitomise Vorsprung durch Technik in every era, which has provided customers to this very day with excellent fun at the wheel in the driver training courses and on the road.

When the Audi 80 quattro was launched in the first half of the 1980s, the anti-lock braking system ABS was a cutting-edge innovation. The electronic stability programme (ESP) was still unknown and the Nürburgring played host to most of the Audi driving experience racetrack training courses. The Sachsenring circuit was still behind the Iron Curtain at the time; the Lausitzring and Oschersleben circuits were not even at the planning stage.

The Audi driving experience customers were already way out in front more than three decades ago thanks to the advanced technology. In the driving dynamics stakes, Audi was leading the pack with its entire model range. The quattro all-wheel drive was available in all model lines in the mid-eighties while its rivals were struggling to catch up with four-wheel drive. Audi driving experience drew in customers to the race track training courses with the likes of the Audi 80 quattro and the Audi Coupé quattro with its closely related technology.

Sporty performance, the driving dynamics of the quattro permanent all-wheel drive, the sophisticated independent wheel suspension – all these opened up a new world of dynamic handling for customers.

Harald Büttner was one of the instructors back then, and is still with

us today. The former rally driver took the brand's customers right to the limit back in 1989. "At the time, the 133-hp Audi 90 quattro and the Audi V8 quattro with 250 hp were our training vehicles", Büttner recalls. "The differential lock in the Audi 90 quattro was still operated manually by pressing a button, ABS was available at extra charge. Electronic stability programs, electronically controlled brake force distribution, the sport differential and driver assist systems simply didn't exist back then."

But for the customers the experiences gained on the track were no less valuable – anything but. Functions that the electronics effortlessly provide today, called for all the skills the driver could muster back in the day. "So participants approached their tasks with a great deal of respect", Büttner acknowledges. "We completed more exercises in those days, including evasive manoeuvres and special

items in the programme for under- and oversteer. For instance we drove and mastered the Nordschleife on the Nürburgring in six sections. In some cases, customers had an instructor sitting alongside; in others they were alone in the car, receiving instructions over the radio."

Then as now, it's all about the racing line, braking points, shifting down, entry points and the apex, and finally accelerating out of the bend.

"Today's electronic aids enable us to explore the physical limits of vehicle handling with our racetrack training courses. Thanks to the safety-relevant product qualities of today's models we can safely demonstrate the strengths of the vehicles, even at the high speeds we now of course have", Büttner reflects.



His colleague Wilfried Wiedner, also a former rally driver, was one of the motor racing pioneers with the Audi quattro – the model which like no other kick-started the dynamism of the Audi products and still embodies those qualities today. “Customer expectations are now higher and the models have advanced substantially”, is how the

As today’s road-approved flagship model, the Audi R8 Coupé V10 plus with its 610 hp delivers around 70 percent more power output than the Audi quattro rally model, which Wilfried Wiedner himself raced in the early eighties as an independent driver. He even gained a podium place by taking a stage of the World Rally Championship in the car. The Audi works team took just 360 hp in this group B model to clinch two world championship titles in 1984.

“Nonetheless we had lots of fun back then in the Audi driving experience with the Audi 80 quattro and its somewhat paltry engine output by today’s standards. Participants also learned a lot”, says Wiedner. “Racetrack training courses have become increasingly popular, prompting us to adapt the course concept. Audi’s broad, powerful model range is another reason for the success.” Several decades’ experience also link Audi driving experience with its current head. In 1991, Klaus Demel started out as an employee in this training programme and went on to become Head of Audi driving experience in 1995. In 1996, he started pushing forward plans for Audi driving experience to have its own training venue. The Board of Management of AUDI AG welcomed the suggestion and decided to base Audi driving experience on a 47-hectare Audi site in Neuburg an der Donau.



Austrian sums up the broad development lines stretching back more than three decades.

“The basic sportiness of the Audi models, the modified engine concepts, the rapid acceleration and the good braking performance, the perfectly balanced suspensions, the tyres and the latest generation of intelligent drive and assist systems have changed the experience in the cockpit beyond recognition. All of which are ideal conditions for the racetrack training courses. That makes it much easier for us to get safety and fun at the wheel across to course participants in equal measure.”



Audi driving experience has been organizing driver and safety training courses on the high-tech site with handling course and other training grounds since May 2014.



“I’m delighted with the rapid development we’ve managed to achieve”, says Klaus Demel. “In 1992, we had around 1,500 participants. Today some 40,000 customers worldwide attend our wide-ranging programmes every year. From sporty volume-production models in various segments, through to genuine racing cars, today they can experience the full gamut of the fascination of Audi. Many customers get to know our models in dynamic areas that they would scarcely believe possible.”



A sense of exhilaration that no customer can resist: The racetrack programmes are becoming increasingly popular, in Europe and further afield, everywhere from America to Australia. Professional instructors, many of them former, some even current racing drivers, provide participants with valuable knowledge that they can put to use at the limits. What started on the Nürburgring is now a firm fixture on numerous racetracks around the globe.



Customers get a taste of the rarefied world of motor racing, just like the Audi racing drivers that have to master the same motor racing circuits. And the Audi driving experience participants then go home knowing that they are safer and sportier on the road.





## Audi Sport

## Looking forward to

# 2018

In the 2018 motor racing season, AUDI AG will be competing in traditional race series such as the DTM and Rallycross. The pioneering Formula E also provides the perfect stage to develop innovative technologies for volume-production use.

### Formula E

The world's first electric race series entered its fourth season in Hong Kong in early December. This was also the green light for Audi to line up actively on the grid with its own team, and not just lend its name to the series as it had done so far. By taking over ABT Sportsline's place on the grid, Audi became the first German carmaker to enter Formula E. With the two works drivers Daniel Abt and Lucas di Grassi the four rings has an experienced, successful team at its disposal. After all, the two drivers have sat behind the wheel since Formula E was founded in 2014. Last season, the team with the ABT Schaeffler FE02 racing car took the drivers' championship and second place in the team rankings.

Audi intends to shift the focus onto electric mobility with its involvement in Formula E. The first all-electric volume-production vehicle is set to roll off the e-tron production line in the Audi Brussels plant in late 2018. The sport SUV Audi e-tron quattro concept and the Gran Turismo Audi e-tron Sportback concept were the prototypes. The two show cars were presented at the International Motor Show (IAA) in Frankfurt in 2015 and at the Auto Shanghai show in spring 2017 respectively.

### DTM

Audi is continuing its tradition in touring car racing with its ongoing involvement in the DTM. The DTM has a unique format: it is the world's only race series where only works teams line up on the grid. It has been enthralling motor racing fans since 1984. Three German premium manufacturers battle it out for the title in 18 spectacular races. Audi is a strong rival with the Audi RS 5 DTM.

In the 2017 season, the brand with the four rings topped the driver's, team and manufacturer's standings. In his first full year of DTM, rookie René Rast picked up the tenth driver title for Audi.

### FIA World Rallycross Championship

Rallycross, as a combination of racing circuit and rally, is an adrenaline-packed addition to Audi's intense involvement with motor racing. The races have achieved cult status at many event venues. With their festival atmosphere, races also give fans the chance to meet the motor racing stars up close.

The factory-supported EKS team has been successful in the FIA Rallycross World Championship. In addition to the regular drivers Mattias Ekström and Toomas Heikkinen, the youngster Reinis Nitišs also raced the Audi S1 EKS RX quattro in 2017. On challenging asphalt/gravel tracks, Ekström finally took the runner-up spot in the championship and the team claimed third spot overall.



## Audi driving experience center

# Magic moments for all winners

“It was an exciting, unforgettable day, a veritable adventure. You take away with you an incredible amount of experience, knowledge, safety and fascination on a day like this”, says Manuela E., winner of a driver training course in the Audi driving experience center in Neuburg an der Donau.

Just like her, the other winners of the online draw run jointly by Audi driving experience and the Donaukurier were truly amazed. More than 10,000 clicks, over 2,500 participants and 50 lucky winners, who weeks later would recall the driving experiences with a string of superlatives.

The Young Driver Training course also got under way, which is designed specifically for apprentices and students aged between 18 and 25. In powerful S models they learned how to control the

car in hazardous situations as part of the steering slalom, while understeering and with ABS emergency braking.

“It took away my fear of wet and snow-covered roads; I now know how to respond if my car starts skidding”, is how Marie M. describes her newly acquired driving skills. Daniel S. was also one of the winners and totally inspired: “We learned how to respond in hazardous situations and I personally now drive into bends in a totally different way.”

Participants on the Compact training course were equally convinced that they had experienced a true highlight. Three different driver training courses, condensed into a single course, showed participants the versatility of the Audi driving experience with S models on the dynamic driving area, the Audi R8 Coupé V10 plus on the handling

course, and the Audi Q7 on the off-road course. What they experienced convinced some of the participants to give their children a driver training course in the Audi driving experience center as a gift once they had passed their driving test.

The Audi R8 Coupé V10 plus with its brawny 449 kW (610 hp) took participants on the handling course for the R8 basic experience. Anton G., normally driving along Bavarian roads with 55 kW (75 hp) under the bonnet, was simply amazed: “I’ve never driven a car as great as this one. This feeling of accelerating out of the bend was simply pure fun at the wheel.” But it was not the speed alone that made an impression, but also the experience of learning something new as an experienced driver. “Who’d have ever thought I could have learned something new after over 30 years behind the wheel. After that day I must admit: I was wrong!”, is how the 56-year-old sums it up.

“Wow”, was the first reaction from Margit B. after returning from the Altmühltal Tour. Together with her partner she drove an Audi R8 Spyder V10 plus whose performance data is just incredibly impressive. “This sensation, this sound! I just can’t put it into words. I think I had a smile on my face the whole time”, is how she recalls her tour.

50 winners, 50 adventures, 50 experiences and no end of sheer happiness – the campaign run by Audi driving experience and the Donaukurier was a resounding success.

The competition gave all the winners no end of thrills and excitement, but also taught them something – just like all the other participants that have taken part in a training course since the inauguration of the Audi driving experience center in Neuburg an der Donau.

# The team

## Dedicated and passionate

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

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

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



# The training vehicles

## Experience “Vorsprung durch Technik”

In the 2018 summer season you can expect to find an attractive vehicle fleet, including the **Audi R8 Spyder V10 plus**.

The high-torque engines and the quattro drive add up to an experience packed with high tech in dynamic training vehicles. A synthesis of exhilarating technology, style and agility. Impressive driving dynamics, pioneering technologies together with exclusive design and equipment features depict “Vorsprung durch Technik” in superlative fashion.

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



### 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 Q7 3.0 TDI quattro

**Engine type:** V6 diesel engine > **Drive type:** quattro  
**Transmission type:** 8-speed tiptronic > **Displacement:** 2967 cc  
**Max. power output:** 200 kW (272 hp) > **Max. torque:** 600 Nm  
**Top speed:** 234 km/h > **0-100 km/h:** 6,3 s



### Audi A8 55 TFSI quattro

**Engine type:** V6 petrol engine > **Drive type:** quattro  
**Transmission type:** 8-speed tiptronic > **Displacement:** 2995 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 Spyder V10 plus

**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:** 328 km/h > **0-100 km/h:** 3,3 s



### Audi R8 Coupé V10 plus

**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



### Audi R8 LMS GT4

**Engine type:** V10 petrol engine > **Drive type:** Rear-wheel drive  
**Transmission type:** 7-speed S tronic > **Displacement:** 5200 cc  
**Max. power output:** up to 364 kW (495 hp) > **Max. torque:** over 550 Nm  
**Top speed:** no details > **0-100 km/h:** no details



### Audi R8 LMS GT3

**Engine type:** V10 petrol engine > **Drive type:** Rear-wheel drive  
**Transmission type:** 6-speed sequential > **Displacement:** 5200 cc  
**Max. power output:** up to 430 kW (585 hp) > **Max. torque:** over 550 Nm  
**Top speed:** no details > **0-100 km/h:** no details

# The course venues

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

You can enjoy all the fascination of Audi driving experience at the following course venues and tour destinations in summer 2018:

## ○ Audi training experience

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

## ● Audi Sport experience

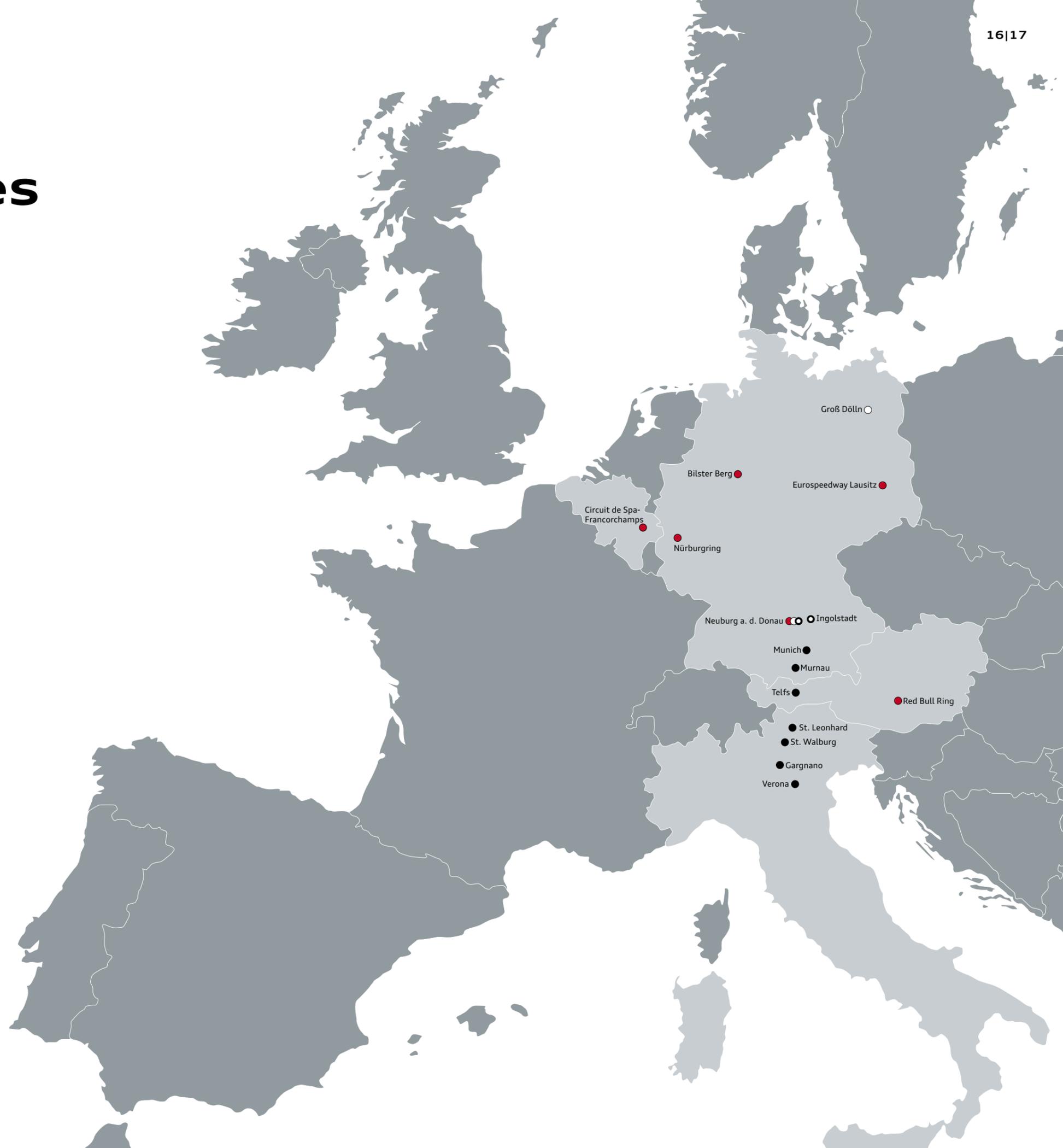
- ▶ **Neuburg an der Donau – Germany**  
(approx. 20 km west of Ingolstadt in Bavaria)
- ▶ **Eurospeedway Lausitz – Germany**  
(approx. 130 km south of Berlin in the state of Brandenburg)
- ▶ **Bilster Berg Drive Resort – Germany**  
(approx. 30 km north-east of Paderborn in the state of North Rhine-Westphalia)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

## ● Audi tour experience – road experience

- ▶ **Audi R8 Spyder Tyrol Alpine tour**  
Munich – Lermoos – Hahntennjoch – Telfs-Buchen – Timmelsjoch – St. Leonhard – Kühtaisattel – Telfs-Buchen – Murnau – Munich
- ▶ **Audi R8 Spyder South Tyrol tour**  
Munich – Reschen Pass – Ulten Valley – Sella Pass – Ulten Valley – Timmelsjoch – Murnau – Munich
- ▶ **Audi R8 Spyder Dolce Vita tour**  
Munich – St. Walburg – Verona – Gargnano – Murnau – Munich

## ○ Audi tour experience – brand experience

- ▶ **Audi Altmühl Valley tour**  
Neuburg an der Donau – Eichstätt – Dietfurt – Riedenburg – Neuburg an der Donau
- ▶ **Audi Interlpen tour**  
Neuburg an der Donau – Telfs-Buchen (Starting point for various day trips) – Neuburg an der Donau



# Compact training

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

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

- |                          |                                                                                                                                                                                                                                                 |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Training vehicles</b> | <ul style="list-style-type: none"> <li>▶ Audi S5 Sportback (dynamic driving area)</li> <li>▶ Audi R8 Coupé V10 plus (handling course)</li> <li>▶ Audi Q7 3.0 TDI quattro (off-road handling course as a co-pilot of our instructors)</li> </ul> |
| <b>Training venue</b>    | ▶ Neuburg an der Donau                                                                                                                                                                                                                          |
| <b>Duration</b>          | ▶ 1 training day                                                                                                                                                                                                                                |
| <b>Please note</b>       | <ul style="list-style-type: none"> <li>▶ <b>Driving training designed for beginners</b></li> <li>▶ <b>Condensed training programme with all driving modules</b></li> </ul>                                                                      |
| <b>Information</b>       | ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46                                                                                                                                          |

# Off-road training

For many, driving does not truly begin until you are off the beaten track. Does this appeal to you? Come and try out for example our Audi Q7 3.0 TDI quattro or further Q 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.

- |                                 |                                                                                                                                                                                                                                        |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Training programme e. g.</b> | <ul style="list-style-type: none"> <li>▶ Driving on rutted tracks</li> <li>▶ “See-saw”</li> <li>▶ Driving on slope</li> <li>▶ Steep hill climb</li> <li>▶ Hill descent</li> <li>▶ Driving through water</li> <li>▶ Halfpipe</li> </ul> |
| <b>Training vehicles</b>        | ▶ Audi Q7 3.0 TDI quattro or further Q models                                                                                                                                                                                          |
| <b>Training venue</b>           | ▶ Neuburg an der Donau                                                                                                                                                                                                                 |
| <b>Duration</b>                 | ▶ ½ training day                                                                                                                                                                                                                       |
| <b>Information</b>              | ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46                                                                                                                                 |





## 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 theoretical and practical elements for improving your control of the vehicle will be taught to you in our one-day Advanced training course in our Audi driving experience center in Neuburg an der Donau or Groß Dölln.

Over the course of various exercises, our instructors will show you the correct action to take in critical situations similar to those which can occur in everyday driving. Our Advanced training equips you with valuable knowledge for appraising risks correctly, recognising dangers early on and reacting correctly in hazardous situations.

We also offer the Advanced training in Neuburg an der Donau as a half-day "Young Drivers special" for 18–25-year-old drivers with a condensed training programme. Our popular Ladies' special is also included again as a day-long course – led of course by our female instructors.

The figures for fuel consumption and CO<sub>2</sub> emissions can be found on page 47.

- Training programme e. g.**
- ▶ Steering slalom
  - ▶ Understeer/oversteer
  - ▶ ABS emergency braking
  - ▶ Evasive manoeuvres
  - ▶ Handling course
- Training vehicles**
- ▶ Audi S5 Sportback
  - ▶ Audi A8 55 TFSI quattro
- Training venues**
- ▶ Neuburg an der Donau
  - ▶ Groß Dölln
- Duration**
- ▶ 1 training day
  - ▶ ½ training day "Young drivers special" (only Neuburg an der Donau)
- Information**
- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46

## Intensive training

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

Keep probing the physical limits of vehicle handling under the professional guidance of our instructors. In-depth support will enable you to keep bettering yourself at the wheel. You will start to reap the benefits of your improved driving technique on day 2. By carrying out driving exercises which demand a high level of coordination, you will take your mastery of the vehicle to even greater heights. You will then be required to demonstrate supreme precision on the handling course that concludes the event.

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

- Training programme e. g.**
- ▶ Steering slalom
  - ▶ Understeer/oversteer
  - ▶ ABS emergency braking with time tracking
  - ▶ Double ABS
  - ▶ Rescue simulator
  - ▶ Timed final course
  - ▶ Video feedback
- Training vehicles**
- ▶ Audi S5 Sportback
  - ▶ Audi A8 55 TFSI quattro
- Training venues**
- ▶ Neuburg an der Donau
  - ▶ Groß Dölln
- Duration Neuburg a. d. D.**
- ▶ 2 training days incl. 1 overnight stay
- Duration Groß Dölln**
- ▶ 2 training days incl. 2 overnight stays
- Information**
- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46

# Executive driver training

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

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

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

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

**Training programme e. g.**

- ▶ Use of assist systems
- ▶ Steering slalom
- ▶ Understeer/oversteer
- ▶ ABS braking with evade
- ▶ Rapid lane change
- ▶ Braking on a bend
- ▶ Cornering technique
- ▶ 180 degree j-turn reversing
- ▶ Theory of protection of passengers
- ▶ Exercises with protection of passengers
- ▶ Timed final course

**Training vehicle** ▶ Audi A8 55 TFSI quattro

**Training venue** ▶ Groß Dölln

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

**Information** ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46



# Executive driver training pro

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

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

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

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

**Training programme e. g.**

- ▶ Warm-up slalom
- ▶ ABS braking with evade
- ▶ Understeer/oversteer
- ▶ Rapid lane change
- ▶ Braking on a bend
- ▶ Cornering technique
- ▶ 180 degree j-turn reversing
- ▶ Theory of protection of passengers
- ▶ Night-time driving with personal protection
- ▶ J-turn at night under fire
- ▶ Driving in convoy under difficult conditions
- ▶ Timed final course

**Training vehicle** ▶ Audi A8 55 TFSI quattro

**Training venue** ▶ Groß Dölln

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

**Prerequisites** ▶ Executive driver training

**Information** ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46





## R8 basic experience

The Audi R8 Coupé V10 plus is a dream car for many drivers with sporting ambitions. If you want to get a feel for its power and its outstanding handling qualities, then our R8 basic experience is just what you are looking for.

Designed for beginners you practice the principles of a sporty driving style in a range of dynamic exercises. And then it is onto the 2.2-kilometre handling course under the guidance of our instructors. Sector training introduces you to the concept of the braking point, turn-in point and apex point, so you can then negotiate the entire circuit rapidly and safely. Awaiting you is a dynamic driver training event in a thoroughbred sports car.

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

**Training programme e. g.**

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

**Training vehicle**

- ▶ Audi R8 Coupé V10 plus

**Training venue**

- ▶ Neuburg an der Donau

**Duration**

- ▶ ½ training day
- ▶ 1 training day

**Please note**

- ▶ **Driving training programme designed for beginners**

**Information**

- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46

## R8 exclusive experience

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

Following a warm-up session with steering slalom and cornering technique, it is on to the circuit that is 2.2 kilometres long. Directly behind the lead vehicle you can follow the instructor's prescribed line perfectly, thus optimally recognising the right braking and turn-in point. Supported by instructions from the instructor over the radio, you can continually hone your driving skills.

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

Experience a half day packed with driving pleasure and dynamism. You can also bring up to another person with you if you like; of course an Audi R8 Coupé V10 plus is also available as a training vehicle for the other driver.

**Training programme e. g.**

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

**Training vehicle**

- ▶ Audi R8 Coupé V10 plus

**Training venue**

- ▶ Neuburg an der Donau

**Duration**

- ▶ ½ training day

**Please note**

- ▶ **Maximum two participants**
- ▶ **One Audi R8 V10 plus Coupé for each participant**
- ▶ **Maximum two training groups**

**Information**

- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46



## Racetrack experience

Sporty, thrilling and dynamic – enter the world of Audi racetrack training and discover a whole new dimension of driving dynamics at the wheel of an exceptional sports car from Audi. In this experience training, you get to really feel the majestic sportiness and might of the Audi R8 Coupé V10 plus and explore the physical limits of vehicle handling. Built around our most powerful ideas, with the Audi R8 Coupé V10 plus you are assured an unforgettable driving sensation.

The sector training allows you to get acquainted with all of the racetrack's particular features and work out the racing line one bit at a time, before you proceed to tackle the entire circuit. A truly scintillating training programme is in store for you.

- Training programme e. g.**
- ▶ Warm-up
  - ▶ Cornering technique
  - ▶ Sector training
  - ▶ Guided driving
- Training vehicle**
- ▶ Audi R8 Coupé V10 plus
- Training venues**
- ▶ Eurospeedway Lausitz
  - ▶ Bilster Berg Drive Resort
  - ▶ Red Bull Ring
  - ▶ Nürburgring Grand Prix circuit
  - ▶ Circuit de Spa-Francorchamps
- Duration**
- ▶ 1 training day incl. 1 overnight stay
- Prerequisites**
- ▶ Advanced training recommended
- Information**
- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46

## Racetrack pro experience

The engine of the Audi R8 Coupé V10 plus growls to life. From your seat behind the steering wheel you feel an exhilarating sense of power. A driving training course with brand new challenges awaits you – specially devised for advanced drivers with racetrack experience.

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

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

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

- Training programme e. g.**
- ▶ Warm-up
  - ▶ Sector training
  - ▶ Guided driving
- Training vehicle**
- ▶ Audi R8 Coupé V10 plus
- Training venues**
- ▶ Nürburgring Grand Prix circuit
  - ▶ Circuit de Spa-Francorchamps
- Duration**
- ▶ 1 training day incl. 1 overnight stay
- Prerequisites**
- ▶ 1 racetrack training course of Audi driving experience
- Information**
- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46



## Nordschleife experience

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

Under the guidance of our instructors, you will gradually work your way in your group towards following the racing line of this thrilling racetrack. You will experience the reality of driving at the limit at high speeds in the Audi R8 Coupé V10 plus. Learn how to tackle the world's toughest racing circuit with more control and, above all, more safety.

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

The figures for fuel consumption and CO<sub>2</sub> emissions can be found on page 47.

- Training programme e. g.** ▶ Guided driving
- Training vehicle** ▶ Audi R8 Coupé V10 plus
- Duration** ▶ 1 training day incl. 1 overnight stay
- Training venue** ▶ Nürburgring Nordschleife
- Prerequisites** ▶ 3 racetrack trainings  
▶ Nordschleife experience recommended
- Information** ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46

## Licence training

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

Awaiting you on the handling parcours at the Audi driving experience center in Neuburg an der Donau are your Audi R8 Coupé V10 plus training car, and, what is more, very small groups of just six participants per instructor. You will receive intensive tuition from our instructors in accordance with the training guidelines of the DMSB.

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

- Training programme e. g.** ▶ DMSB theory and test previous evening  
▶ Warm-up  
▶ Racing situations (line, overtaking)  
▶ Guided driving
- Training vehicle** ▶ Audi R8 Coupé V10 plus
- Duration** ▶ 1 training day incl. 1 overnight stay
- Training venue** ▶ Neuburg an der Donau
- Prerequisites** ▶ 1 driving training according to DMSB specification  
▶ Racetrack training course recommended
- Information** ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46

# Motorsport individual training

Our Motorsport individual training offers you the opportunity to experience the Audi R8 Coupé V10 plus and the Audi R8 LMS GT3 or Audi R8 LMS GT4 under exclusive circumstances.

With a maximum of two participants and under the tutelage of an instructor, you will first get to know the ideal line on the racetrack in question, in the Audi R8 Coupé V10 plus. After detailed instruction on the technology of the Audi R8 LMS, you will then move onto the track. Under the guidance of an expert motorsport instructor you will experience in the truest sense of the word the incredible performance of the racing cars up close on the Nürburgring Grand Prix circuit, the Eurospeedway Lausitz or in Spa-Francorchamps.

Initial experience on race tracks and in motorsport vehicles is required.

You can also book this driver training course as an exclusive event with guests and friends. The expert support you will receive is a sure guarantee of progress and, above all, fun at the wheel.

- |                          |                                                                                                                                                                                       |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Training vehicles</b> | <ul style="list-style-type: none"> <li>▶ Audi R8 Coupé V10 plus</li> <li>▶ Audi R8 LMS GT3 or</li> <li>▶ Audi R8 LMS GT4 (approx. 30 minutes driving time per participant)</li> </ul> |
| <b>Duration</b>          | ▶ ½ training day (in the afternoon)                                                                                                                                                   |
| <b>Training venues</b>   | <ul style="list-style-type: none"> <li>▶ Nürburgring Grand Prix circuit</li> <li>▶ Eurospeedway Lausitz</li> <li>▶ Circuit de Spa-Francorchamps</li> </ul>                            |
| <b>Prerequisites</b>     | ▶ Audi R8 LMS experience or motorsport experience                                                                                                                                     |
| <b>Please note</b>       | ▶ Please read information on page 52                                                                                                                                                  |
| <b>Information</b>       | ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46                                                                                |



# YOUR OWN VIDEO PRODUCTION TEAM.



**Adventure more. Edit less.**

The Revl camera system has built-in gimbal stabilization and automatically edits videos using artificial intelligence.

Discover more at [revl.com](http://revl.com)





# Motorsport training

Our Motorsport training level 1 course is aimed at racing drivers that want to improve their driving skills further.

You will receive thorough tuition from our instructors, who are or used to be professional racing drivers, during this extremely challenging driver training event. As part of video and data analysis, they will show you where you still have room for improvement – be it braking before a bend or accelerating out of a bend. With just four participants and two instructors, you will get to know every inch of the circuit with the Audi R8 Coupé V10 plus and be taken to the limits of vehicle handling.

Demonstrate that you have the driving skills to drive a racing car; after all, the aim is to put what you have learned safely into practice. Now you need to demonstrate to our instructors that you are in full control of the new Audi R8 LMS GT4. Then you can climb aboard, start the engine, sense that motor racing thrill. The power lies in your own hands

**To be eligible for this driver training event, you must have first completed a racetrack training course or have motor racing experience.**

**Please contact [incentive@audi.de](mailto:incentive@audi.de) if you have specific queries on our motor racing training courses**

**Training vehicles** ▶ Audi R8 Coupé V10 plus  
▶ Audi R8 LMS GT4

**Duration** ▶ 1 training day

**Training venue** ▶ Neuburg an der Donau

**Prerequisites** ▶ Racetrack training course or motor racing experience

**Please note** ▶ **We recommend you have your own racing driver equipment (overalls, helmet, HANS, etc.)**

▶ **Please read information on page 52**

**Information** ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46

# Audi R8 Spyder Tyrol Alpine tour

Alpine Tour reloaded – winding Alpine passes, enthralling panoramic vistas, all in the Audi R8 Spyder V10 plus that leaves no scope for any doubt. Welcome to our Tyrol Alpine Tour. Experience the impressive countryside on the Austrian and Italian side and master the awe-inspiring hairpin bends with a sports car that turns every bend and every ascent into an experience.

From Munich Airport you set off in the Audi R8 Spyder V10 plus through the Alpine upland to Lermoos. During lunch in the Hotel MOHR Life Resort you will enjoy not only the culinary delicacies but also the impressive views of the Zugspitze.

Afterwards the Hahntennjoch awaits, your first Alpine pass. To reach the Alpine pass perched at 1,894 m, you need to climb almost 1,000 metres. The winding, narrow road has gradients of up to

18.9% and is a special treat particularly with the Audi R8 Spyder V10 plus. The route takes you through part of the Lech Valley Alps to Telfs-Buchen to the Inter-alpen-Hotel Tyrol, which is where you will be staying for the next two nights. Here you will enjoy all the comforts of a top-notch hotel and the awe-inspiring view of the Alps.

The next morning you will also find the next Alpine challenge awaiting you. Over the Timmelsjoch, the highest border crossing from Italy to Austria (2,474 m), the route takes you to Sölden. The border pass first connected the Ötz Valley with the Passeier Valley in 1919 and separates the Ötz Valley Alps from the Stubai Alps.

In Southern Tyrol we will be expecting you for lunch in the Golf & Spa Resort Andreus, situated in the middle of the impressive mountain ranges of Southern Tyrol. In the afternoon you will

experience other exciting stretches of road in the scintillating Tyrol mountains as you make your way back to the Inter-alpen-Hotel Tyrol. Yet more of the most beautiful drives through the Alps are waiting to be discovered on day three. The dreamlike drive through the Stubai Alps takes you through the Kühtaisattel pass (2,017 m) up to Kühtai, the highest skiing resort in Austria. On this almost deserted pass, watch out for the odd wandering cow!

Through the Inn Valley via the Zirler Berg Mountain you drive along the Kochelsee to Murnau am Staffelsee for lunch in the Alpenhof Murnau. The concluding stage back to Munich through the picturesque Alpine foothills allows you to sample the glorious performance of the Audi R8 Spyder V10 plus once more.

## Route

▶ Munich – Lermoos – Hahntennjoch – Telfs-Buchen – Timmelsjoch – St. Leonhard – Kühtaisattel – Telfs-Buchen – Murnau – Munich

## Miscellaneous

▶ Programme is subject to change

## Vehicle

▶ Audi R8 Spyder V10 plus

## Information

▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46





# Audi R8 Spyder South Tyrol tour

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

The tour starts at Munich Airport. With the Alps in view, you drive south to the Interlpen-Hotel Tyrol, where a mouthwatering culinary experience awaits you for lunch, along with the impressive panoramic views.

The figures for fuel consumption and CO<sub>2</sub> emissions can be found on page 47.

Having negotiated the Reschen Pass and Merano, in the middle of a valley basin surrounded by peaks soaring up to 3,335 metres high, you come to the Ulten Valley, where your designer and nature hotel, the Arosea Life Balance Hotel, is situated.

The next day's stage leads along the Eppan Wine Route, through magnificent landscapes and into the Dolomites, which are with good reason an UNESCO World Heritage site. The route leads over the Sella Pass on sinuous, snaking roads, up to the 2,121-metre Gardena Pass.

In what is truly a unique spot, you will enjoy the culinary delights of South Tyrolean cuisine along with a magnificent view. After this you

scale the Pordoi Pass in the Audi R8 Spyder V10 plus, followed by other impressive passes on the way back to your Hotel Arosea Life Balance.

On the final day, the drive across the 2,474-metre high Timmelsjoch to Hochgurgl once again promises to provide pure driving enjoyment. Through the Ötz Valley you head towards Murnau am Staffelsee for lunch.

In the afternoon, on your way back through the Alps to Munich, enjoy the impressive driving dynamics of the Audi R8 Spyder V10 plus to the full once again.

## Route

► Munich – Reschen Pass – Ulten Valley – Sella Pass – Ulten Valley – Timmelsjoch – Murnau – Munich

## Miscellaneous

► Programme is subject to change

## Vehicle

► Audi R8 Spyder V10 plus

## Information

► All dates, prices, general terms and conditions and contact details can be found starting on page 46



# Audi R8 Spyder Dolce Vita tour

Experience an exciting Italian journey. Many years ago, poets and thinkers seeking inspiration travelled to Italy from abroad in horse-drawn carriages: in 2018, it is your turn to be inspired here by a mode of transport with rather more horsepower – the Audi R8 Spyder V10 plus!

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

On day one, you set off from Munich Airport, heading for St. Walburg in the idyllic Ulten Valley (including a stopover in the Inter-alpen-Hotel Tyrol). Afterwards, you can unwind in the evening at the Hotel Arosea Life Balance.

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

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

On the final day of your trip, you drive through Tyrol, past the Staffelsee, back to Munich, the tour's final destination. The Audi R8 Spyder Dolce Vita tour – come and discover Italy at its sportiest!

- Route** ▶ Munich – St. Walburg – Verona – Gargnano – Murnau – Munich
- Miscellaneous** ▶ Programme is subject to change
- Vehicle** ▶ Audi R8 Spyder V10 plus
- Information** ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46

## Audi Altmühl Valley tour and Audi Inter Alpen tour

# Audi brand experience

There is no greater pleasure than the pleasure of anticipation – and this is something you can truly look forward to on the following tours. Get a sense of your own pace with the new Audi R8 Spyder V10 plus. A discovery tour of the plant and the Audi Forum Ingolstadt put you in just the right frame of mind for your chosen tour.

### Audi Altmühl Valley tour

The Altmühl Valley natural park is full of fantastic roads and landscapes just waiting to be discovered by you. Covering an area of 3,000 square kilometres, the Altmühl Valley is Germany's third-largest natural park. The Altmühl Valley natural park features a mixture of craggy dolomite cliffs, sun-drenched juniper heaths and gentle river valleys.

Its central hub is your first stop-off point: the university and diocesan town of Eichstätt with its baroque architecture. Admire the urban harmony formed by the blend of grandiose religious and secular buildings, wide and airy squares, playful fountains and enchanting narrow streets. The Jurassic marble quarries towering high above the winding roads are another striking feature.

For the next four hours, you can be as active or laid-back as you like while exploring the dynamics of the Audi R8 Spyder V10 plus. The roads through the Altmühl Valley provide the perfect setting for this purpose.

### Audi Inter Alpen tour

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

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

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

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

<b>Vehicle</b>	▶ Audi R8 Spyder V10 plus
<b>Please note</b>	▶ Vehicle subject to availability ▶ The tour price only includes the initial tank of fuel
<b>Audi Altmühl Valley tour</b>	▶ ½ driving day
<b>Audi Inter Alpen tour</b>	▶ 3 driving days incl. 2 overnight stays
<b>Information</b>	▶ All dates, prices, general terms and conditions and contact details can be found starting on page 46

## Audi individual experience

# Unique

Would you like to take part in one of the Audi driving experience training or driving events but can not 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.

Of course, 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 and brand experiences are subject to the availability of the training venues and the desired vehicles.

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



# Audi driving experience center Conference plus

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

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

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

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

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

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

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



## Audi training experience

	Compact training	Off-road training	Off-road training
<b>Training vehicles</b>	Audi S5 Sportback Audi R8 Coupé V10 plus Audi Q7 3.0 TDI quattro	Audi Q7 3.0 TDI quattro or further Q models	Audi Q7 3.0 TDI quattro or further Q models
<b>Duration</b>	1 training day	½ training day in the morning	½ training day in the afternoon
<b>Dates Neuburg a. d. Donau</b>	16.06.2018 04.08.2018 22.09.2018	30.06.2018 01.09.2018	01.09.2018
<b>Price per person</b>	€ 440,-	€ 255,-	€ 255,-
<b>Brochure page</b>	18	19	19

## Audi training experience

	Advanced training	Advanced training Young drivers	Advanced training Young drivers	Advanced training
<b>Training vehicle</b>	Audi S5 Sportback	Audi S5 Sportback	Audi S5 Sportback	Audi A8 55 TFSI quattro
<b>Duration</b>	1 training day	½ training day in the morning	½ training day in the afternoon	1 training day
<b>Dates Neuburg a. d. Donau</b>	21.04.2018 12.05.2018 07.07.2018 (Ladies` sp.) 14.07.2018 21.07.2018 11.08.2018 18.08.2018 29.09.2018 13.10.2018	06.08.2018 07.08.2018 16.08.2018 17.08.2018 29.10.2018 30.10.2018	22.05.2018 23.05.2018 24.05.2018 06.08.2018 07.08.2018 16.08.2018 17.08.2018 29.10.2018 30.10.2018	
<b>Date Groß Dölln</b>				22.09.2018
<b>Price per person</b>	€ 470,-			€ 500,-
<b>Young drivers (up to age 25)</b>	€ 295,-	€ 120,-	€ 120,-	
<b>Brochure page</b>	20	20	20	20

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](mailto:drive@audi.de)

The figures for fuel consumption and CO<sub>2</sub> emissions can be found on page 47.

## Audi training experience

	Intensive training	Intensive training
<b>Training vehicle</b>	Audi S5 Sportback	Audi A8 55 TFSI quattro
<b>Duration</b>	2 training days incl. 1 overnight stay	2 training days incl. 2 overnight stays Arrival previous evening
<b>Dates Neuburg a. d. Donau</b>	24.08. – 25.08.2018 19.10. – 20.10.2018	
<b>Date Groß Dölln</b>		19.10. – 21.10.2018
<b>Price per person</b>	€ 1.100,-	€ 1.420,-
<b>Brochure page</b>	21	21

## Audi training experience

	Executive driver training	Executive driver training pro
<b>Training vehicle</b>	Audi A8 55 TFSI quattro	Audi A8 55 TFSI quattro
<b>Duration</b>	2 training days incl. 2 overnight stays Arrival previous evening	2 training days incl. 2 overnight stays Arrival previous evening
<b>Prerequisites</b>		Executive driver training recommended
<b>Dates Groß Dölln</b>	24.07. – 26.07.2018 14.10. – 16.10.2018 05.11. – 07.11.2018	22.07. – 24.07.2018 17.10. – 19.10.2018
<b>Price per person</b>	€ 1.420,-	€ 1.530,-
<b>Brochure page</b>	22	24

### Fuel consumption/emissions figures:

Audi S5 Sportback	► Fuel consumption in l/100 km: urban 10,2 – 10,1; extra-urban 6,2 – 6,0; combined 7,7 – 7,5; CO <sub>2</sub> emissions in g/km: combined 174 – 170; Efficiency rating: C/EU6
Audi A8 55 TFSI quattro	► Fuel consumption in l/100 km: urban 10,5 – 10,3; extra-urban 6,5 – 6,2; combined 8,0 – 7,7; CO <sub>2</sub> emissions in g/km: combined 182 – 175; Efficiency rating: C/EU6
Audi Q7 3.0 TDI quattro	► Fuel consumption in l/100 km: urban 6,8 – 6,3; extra-urban 6,1 – 5,6; combined 6,4 – 5,9; CO <sub>2</sub> emissions in g/km: combined 168 – 154; Efficiency rating: A/EU6
Audi R8 Coupé V10 plus	► Fuel consumption in l/100 km: urban 19,6; extra-urban 9,8; combined 13,4; CO <sub>2</sub> emissions in g/km: combined 306; Efficiency rating: G/EU6
Audi R8 Spyder V10 plus	► Fuel consumption in l/100 km: urban 19,8; extra-urban 9,9; combined 13,6; CO <sub>2</sub> emissions in g/km: combined 309 – 290; Efficiency rating: G/EU6

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-Schornhausen, Germany ([www.dat.de](http://www.dat.de)).

## Audi Sport experience

	R8 basic experience	R8 basic experience
<b>Training vehicle</b>	Audi R8 Coupé V10 plus	Audi R8 Coupé V10 plus
<b>Duration</b>	½ training day in the morning	½ training day in the afternoon
<b>Dates Neuburg a. d. Donau</b>	01.06.2018 30.06.2018 20.07.2018 01.09.2018	01.09.2018 05.10.2018
<b>Price per person</b>	€ 430,-	€ 460,-
<b>Brochure page</b>	26	26

## Audi Sport experience

	Racetrack experience	Racetrack experience
<b>Training vehicle</b>	Audi R8 Coupé V10 plus	Audi R8 Coupé V10 plus
<b>Duration</b>	1 training day incl. 1 overnight stay Arrival previous evening	1 training day incl. 1 overnight stay Arrival previous evening
<b>Prerequisites</b>	Advanced training recommended	Advanced training recommended
<b>Date Eurospeedway</b>	24.06. – 25.06.2018	
<b>Dates Red Bull Ring</b>	07.09. – 08.09.2018 08.09. – 09.09.2018	
<b>Dates Bilster Berg</b>	18.05. – 19.05.2018 04.10. – 05.10.2018	
<b>Dates Nürburgring GP circuit</b>		19.04. – 20.04.2018 14.10. – 15.10.2018
<b>Date Spa-Francorchamps</b>		26.10. – 27.10.2018
<b>Price per person</b>	€ 1.450,-	€ 1.600,-
<b>Brochure page</b>	28	28

## Audi Sport experience

	R8 basic experience	R8 exclusive experience
<b>Training vehicle</b>	Audi R8 Coupé V10 plus	Audi R8 Coupé V10 plus
<b>Duration</b>	1 training day	½ training day in the morning
<b>Dates Neuburg a. d. Donau</b>	21.04.2018 07.07.2018 21.07.2018 11.08.2018 29.09.2018 13.10.2018	07.05.2018 22.05.2018 11.06.2018 22.06.2018 05.07.2018 03.09.2018 10.09.2018 19.09.2018 01.10.2018 04.10.2018 11.10.2018
<b>Price per person</b>	€ 810,-	€ 1.300,- (1 participant) € 1.800,- (2 participants)
<b>Please note</b>		two training groups possible
<b>Brochure page</b>	26	27

## Audi Sport experience

	Racetrack pro experience	Nordschleife experience
<b>Training vehicle</b>	Audi R8 Coupé V10 plus	Audi R8 Coupé V10 plus
<b>Duration</b>	1 training day incl. 1 overnight stay Arrival previous evening	1 training day incl. 1 overnight stay Arrival previous evening
<b>Prerequisites</b>	1 racetrack training of Audi driving experience	3 racetrack trainings, Nordschleife experience recommended
<b>Dates Nürburgring GP circuit</b>	15.10. – 16.10.2018 16.10. – 17.10.2018	
<b>Dates Spa-Francorchamps</b>	27.10. – 28.10.2018 28.10. – 29.10.2018	
<b>Dates Nordschleife</b>		08.07. – 09.07.2018 05.08. – 06.08.2018 02.09. – 03.09.2018
<b>Price per person</b>	€ 1.750,-	€ 2.300,-
<b>Brochure page</b>	29	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](mailto:drive@audi.de)

The figures for fuel consumption and CO<sub>2</sub> emissions can be found on page 47.

## Audi Sport experience

	Licence training	Motorsport individual training
Training vehicles	Audi R8 Coupé V10 plus	Audi R8 Coupé V10 plus Audi R8 LMS GT3 or Audi R8 LMS GT4
Duration	1 training day incl. 1 overnight stay Arrival previous evening	½ training day in the afternoon
Prerequisites	1 training acc. to DMSB specification, racetrack training recommended	Audi R8 LMS experience or Motorsport experience
Dates Neuburg a. d. Donau	03.04. – 04.04.2018 07.10. – 08.10.2018	
Dates Eurospeedway		on request
Dates Nürburgring GP-Kurs		on request
Dates Spa-Francorchamps		on request
Price per person	€ 1.530,-	€ 3.100,-
Brochure page	31	32

## Audi Sport experience

	Motorsport training level 1
Training vehicles	Audi R8 Coupé V10 plus Audi R8 LMS GT4
Duration	1 training day
Prerequisites	Racetrack training course or motor racing experience
Please note	We recommend you have your own racing driver equipment (overalls, helmet, HANS, etc.)
Dates Neuburg a. d. Donau	05.04.2018 09.08.2018 10.08.2018 09.10.2018 10.10.2018
Price per person	€ 3.900,-
Brochure page	34

## Audi tour experience

	Audi R8 Spyder Tyrol Alpine tour	Audi R8 Spyder South Tyrol tour	Audi R8 Spyder Dolce Vita tour
Vehicle	Audi R8 Spyder V10 plus	Audi R8 Spyder V10 plus	Audi R8 Spyder V10 plus
Duration	3 driving days incl. 2 overnight stays	3 driving days incl. 2 overnight stays	4 driving days incl. 3 overnight stays
Route <sup>1</sup>	Munich – Lermoos – Hahntennjoch – Telfs-Buchen – Timmelsjoch – St. Leonhard – Kühtaisattel – Telfs-Buchen – Murnau – Munich	Munich – Reschen Pass – Ulten Valley – Sella Pass – Ulten Valley – Timmelsjoch – Murnau – Munich	Munich – St. Walburg – Verona – Gargnano – Murnau – Munich
Dates	20.07. – 22.07.2018 14.09. – 16.09.2018	13.07. – 15.07.2018 07.09. – 09.09.2018	30.06. – 03.07.2018 01.09. – 04.09.2018
Price per person <sup>2,3</sup>	€ 2.050,- in single room € 1.830,- in double room	€ 2.050,- in single room € 1.830,- in double room	€ 2.650,- in single room € 2.330,- in double room
Brochure page	36	38	40

## Audi brand experience

	Audi Altmühl Valley tour	Audi Interlpen tour
Vehicle	Audi R8 Spyder V10 plus	Audi R8 Spyder V10 plus
Please note	Vehicle subject to availability The tour price only includes the initial tank of fuel	Vehicle subject to availability The tour price only includes the initial tank of fuel
Duration	½ driving day	3 driving days incl. 2 overnight stays
Route	Neuburg a. d. Donau – Eichstätt – Dietfurt – Riedenburg – Neuburg a. d. Donau	Neuburg a. d. Donau – Telfs-Buchen (Starting point for various day trips) – Neuburg a. d. Donau
Dates	on request	on request
Price per person	€ 520,-	€ 1.450,- in single room € 1.000,- in double room
Brochure page	42	42

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](mailto:drive@audi.de)

The figures for fuel consumption and CO<sub>2</sub> emissions can be found on page 47.

<sup>1</sup> Subject to change

<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



# Event information

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

## You will find the answers to frequently asked questions here:

- ▶ When booking, a separate registration form is required for each participant.
- ▶ For the events that are part of the Audi tour experience, vehicles are covered by fully comprehensive insurance with a € 1.000 excess.
- ▶ The vehicles for the training courses and tours are provided by Audi and there will be two participants in each vehicle, unless stated otherwise.
- ▶ Fuel costs (apart from Brand experience events) and meals are included in the price; as are accommodation costs for events lasting more than one day.
- ▶ We would like to point out that accommodation and meals can be arranged for accompanying persons on request, but they will not be able to actively participate in the events and no special programme will be organised for them. Audi tour experience events, where only active participation is possible, are the exception to this.

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

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

▶ Please note that participants will have to make their own arrangements for any additional accommodation required. We would be pleased to provide you with contact details of the relevant hotel.

▶ The participant documentation will be sent to you by postal service around four weeks prior to the training date.

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

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

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

You will find our full terms and conditions of participation and General Terms and Conditions on pages 54 and 55. Additional registration forms can be requested at any time by calling us on the above telephone number or by visiting our website.

## Information on driving in Audi motorsport vehicles

To ensure everything runs smoothly when you take part in the Audi Sport experience training course with the racing cars, please note the following:

- ▶ Due to the restricted room in the cockpit of a racing car and the tight space for getting in and out, participants must not be taller than 2.00 m and not be heavier than approx. 100 kg. The proportional distribution of body weight and height is decisive in this respect.
- ▶ You should not have any physical impairments or restrictions of the musculoskeletal system. Neither should you suffer from claustrophobia.
- ▶ To take part in a Racetrack training course you need to be physically fit since your body will be subjected to high loads when driving on the racetrack.

▶ For the training course Audi driving experience will supply you with fire-proof racing overalls, a helmet and balaclava.

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

▶ Please note that all the recommendations help make the experience in the racing cars as safe as possible.

▶ **If we still have safety concerns despite all these precautions, you will appreciate that we must reserve the right in individual cases to exclude participants from driving the racing cars on the racetrack!**

# Registration

Please complete the form in print and either send it by e-mail to drive@audi.de, by fax to +49 (0) 841/89-84 3 29 00 or by post to: AUDI AG ▶ Audi driving experience ▶ 85045 Ingolstadt.

(Please complete an application for each individual participant. All fields with \* must be filled out to ensure processing can be done properly.)

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

Venue/date\* \_\_\_\_\_

Departure airport \_\_\_\_\_

## Invoicing address (if different from participant)

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone contact \_\_\_\_\_

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

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

Single room  Double room

Send a voucher

Contact (Surname/First name) \_\_\_\_\_

City, Postal/Zip Code \_\_\_\_\_

Tax ID no. \_\_\_\_\_

## I have read and understood the General Terms & Conditions (pages 54 and 55) 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 \_\_\_\_\_

## Participant

Surname/First name\* \_\_\_\_\_

Address\* \_\_\_\_\_

Telephone and/or mobile phone\* \_\_\_\_\_

Date of birth \_\_\_\_\_

City, Postal/Zip Code\* \_\_\_\_\_

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 54 and 55) and accept them.

By signing this form, I agree to assume responsibility both for the contractual obligations of the participants I have registered and for my own. The contract based on this booking will only come into being once the booking confirmation has been sent and received. Until that point, no contract exists between me and AUDI AG.

Place, date\* \_\_\_\_\_

Name (in block capitals)\* \_\_\_\_\_

Signature, participant\* \_\_\_\_\_

## Payment possibilities

Bank transfer

Please transfer payment into the following account, providing the invoice number:  
 Commerzbank AG Ingolstadt  
 SWIFT: COBADEFF721 ▶ IBAN: DE67 7214 0052 0191 1007 00

Redeeming a voucher

Voucher no.: \_\_\_\_\_  
 If the chosen training course is more expensive than the value of the voucher, you will be invoiced for the difference.

## Declaration of consent under data protection law::

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

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

I wish to receive individually tailored information by e-mail.

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

Place, date \_\_\_\_\_

Signature \_\_\_\_\_

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

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

## § 1 Registration

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

## § 2 Organisation/Conditions for Implementation

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

## § 3 Payment

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

## § 4 Performance and Modifications

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

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

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

## § 5 Registrant’s Casualty Insurance and Liability

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

## § 6 Liability

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

## § 7 Rescission by the Registrant

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

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

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

## § 8 Termination, Withdrawal of the Organiser

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

## § 9 Exceptional Circumstances

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

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

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

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

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

## § 11 Miscellaneous

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

## § 12 Severability

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

## § 13 Written Form

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

## § 14 Venue/Applicable Law

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

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

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

# Winter 2019

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

After an exciting summer season, we will of course have another equally stimulating and wide-ranging programme of events in store for you during winter 2019.

Experience driving safety and pleasure in a magical winter wonderland at our training courses in Seefeld in the Austrian Tyrol or Saalbach Hinterglemm.

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

Driving training on ice poses a very special challenge and calls for excellent coordination and fast reactions. Once again, the absolute highlights will be our experience training events in Scandinavia. There we offer everything that the enthusiastic driver could possibly desire.

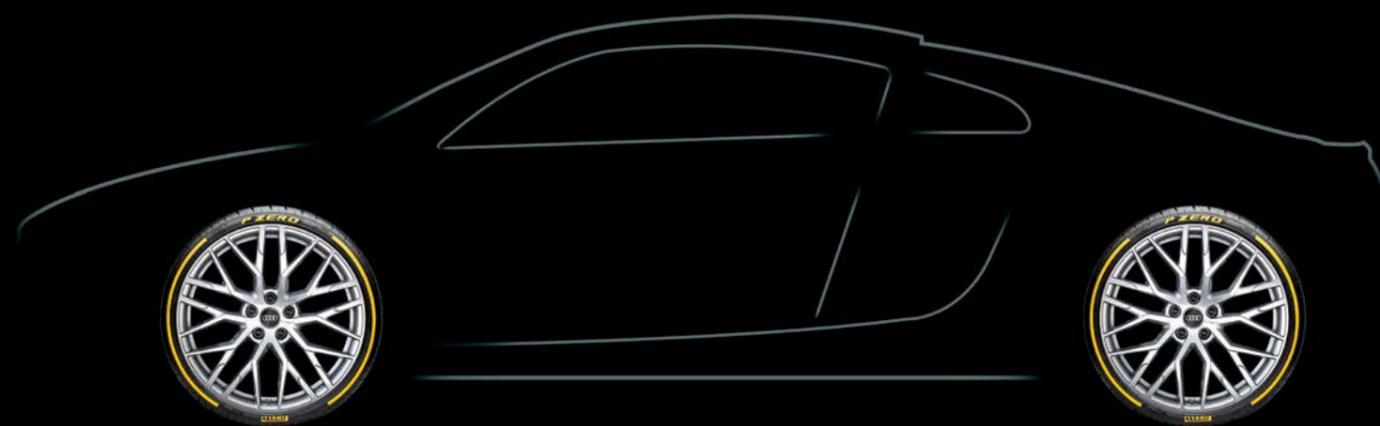
Up-to-date information and details on the driving experience in all its diversity will be found in the winter catalogue, to be published in autumn 2018. All the information is also available online at [www.audi.com/driving](http://www.audi.com/driving).



## P ZERO™

# ACCESSORISE THEM WITH YOUR FAVOURITE AUDI.

(CAR NOT INCLUDED)



NEW GENERATION P ZERO™.

### P ZERO™. Custom-made performance since 1986.

For more than 30 years, P ZERO™ tyres have been the choice of the most prominent carmakers, for the best vehicles in the world. Based on this experience and on its cutting-edge technology Pirelli has launched the new P ZERO™, the custom-made tyre for the next generation of cars, designed to draw out an even greater range of driving emotions. For custom-made performance, look no further than P ZERO™. Discover more on [pirelli.com](http://pirelli.com)



POWER IS NOTHING WITHOUT CONTROL