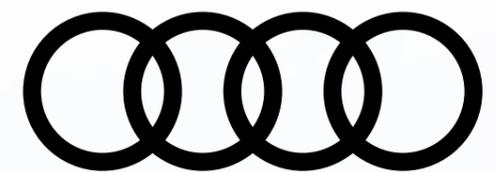


# Audi driving experience



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 02/2019  
Item no. 931/5000/2018  
Subject to change

Partner of Audi driving experience

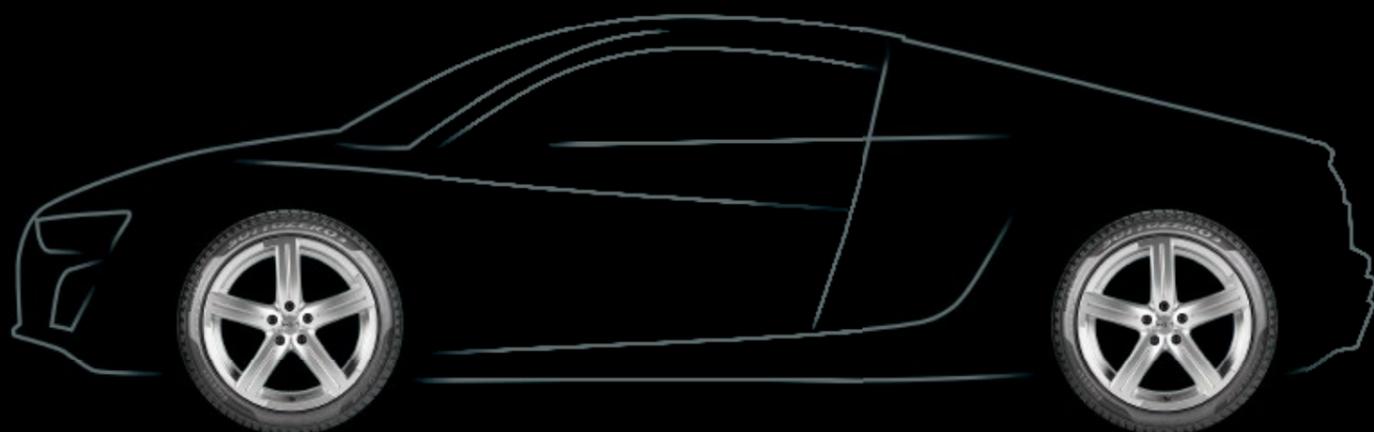


## Summer programme 2019

**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

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# Start

## Let the 2019 summer season begin

Audi driving experience bids you a warm welcome to the 2019 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 wheel of Audi's most dynamic models. Feel the beat of the brand's pulse.

Exciting reports allow us to showcase the world of the Audi driving experience. Find out more about the development of electric mobility as part of the intensive winter training with the new Audi e-tron, the electrifying shuttle service at the World Economic Forum in Davos, as well as the future of Audi Sport.

This year the **Audi Sport experience** has added **Motorsport training level 2** to its Motorsport training line-up. This course is aimed specially at racing drivers with sporting ambitions looking to take their driving skills to the next level in Audi's most powerful models, including the Audi R8 LMS GT 4.

Even more powerful, even faster – the **new Audi R8 Coupé V10 performance quattro** is also ready to explore the depths of the "Green Hell". Savour this legendary racetrack first-hand with the Nordschleife experience.

Compact training or the thrilling driving experiences: Audi driving experience combines professional training with fun at the wheel on

internationally renowned racetracks. So participants improve their own driving technique 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. Spectacular design and breathtaking dynamism, coupled with the fascination of open-top driving – the **new Audi R8 Spyder V10 performance quattro** turns every bend and every pass into an unforgettable experience.

**Audi individual experience** gives you the opportunity to design your very own driving 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 the Audi driving experience – one of the most successful providers of events focusing on driving safety and fun at the wheel.

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





## Hot action in the cold of winter

# Audi e-tron on ice

It's not just in the summer that you can experience sheer fun at the wheel with the Audi driving experience. We organise exciting events in the winter too – like in January during the Ski World Cup in St. Anton am Arlberg. Around 1,500 participants got the opportunity to try out a fleet of Audi e-tron vehicles on snow and ice – and to experience for themselves the sportiness of this brand-new model, the world's first all-electric SUV.

Participants had the opportunity to put the dynamic handling of the Audi e-tron to the test on a drift and slalom course and demonstrate its off-road capabilities on an off-road course – and needed little convincing: the two electric motors developing up to 300 kW and a maximum 664 Nm, the electric all-wheel drive and numerous intelligently networked suspension systems deliver optimum quattro performance on any terrain. Another advantage of the electric SUV is its low centre of gravity. The low installation position

of the drive components and the high-voltage battery contributes substantially to the electric SUV's high transverse dynamics. In this way, the centre of gravity of the Audi e-tron is on a par with that of a saloon car. The axle load distribution with a ratio of almost 50:50 is also perfectly balanced and is adjusted to the driving situation.

"It was incredible fun driving the Audi e-tron", the participants commented enthusiastically. "Despite its size, the car is incredibly agile, the power response is very direct. And the off-road characteristics were equally compelling", was the feedback received time and again during the event. The performance of the Audi e-tron proved instantly appealing: "It was my first contact with electric mobility – and in extreme conditions on ice and snow to boot", one female participant said. "That's why I was somewhat sceptical at the start. But the Audi e-tron handled superbly and was really easy to drive. And the drivetrain is so quiet that all you could

hear was the spikes crunching on the ice. That on its own was very unusual."

The driving experience with the Audi e-tron was also offered as part of other Ski World Cup races. And there too, positive feedback came

fast and furious. "It was great to see how quickly the participants really warmed to the Audi e-tron. It's a great accolade for Audi that Audi's first all-electric volume-production model is going down so well", is how Christopher Broeker, project manager of the Audi driving experience, sums it up.



Further information  
in the movie

# Audi electrifies World Economic Forum in Davos

Sustainable mobility for the World Economic Forum in Davos. As the exclusive shuttle partner for the annual Forum, Audi is providing a fleet of 50 Audi e-tron vehicles in 2019. The all-electric cars are powered entirely by green electricity. With mobile charging containers, the company is demonstrating one way of recycling used electric car batteries in future. “We are focusing squarely and systematically on sustainable mobility solutions for the future”, stresses AUDI AG CEO, Bram Schot. “At this year’s World Economic Forum we can demonstrate live and ‘bring to life’ in the truest sense of the word our definition of electric mobility with everyday usability.”

The Audi e-tron is the first all-electric large-scale production model from the Ingolstadt-based premium carmaker. There are already more than 20,000 reservations for the model, with cars due to

arrive in dealerships in Europe over the next few weeks. With the shuttle fleet made up of 50 Audi e-tron vehicles, the company is once again demonstrating the car’s practical usage in the snow-covered Swiss mountains. The Audi e-tron mastered consummately the challenge of negotiating the 1,200 metre climb from Zurich Airport to Davos in freezing temperatures.

Three mobile Audi charging containers with a total power output of 700 kW and a storage capacity of 1.14 MWh guarantee the rapid supply of green electricity locally for the e-tron fleet that is in constant use. With this Audi research project the company is testing the reusability of electric car batteries. After their usage phase in the car, the high-voltage batteries are still suitable for various storage applications. For this reason, Audi is testing usage scenarios to utilise the relevant resources as efficiently as possible.

The company is using the containers developed specifically for major events and importer events especially wherever there is no charging infrastructure for a large vehicle fleet, thus allowing it to act flexibly in an environmentally friendly manner.

With the research project, Audi is visibly demonstrating its commitment to the values of the World Economic Forum’s Global Battery Alliance. The Alliance is made up of public and private partners from the entire battery supply chain, and aims to ensure the social and environmental sustainability in the value chain of battery raw materials. To this end the Global Battery Alliance is examining the conditions with raw material mining, with sustainable recycling concepts in line with a circular economy, as well as innovations that promote the sustainability of the battery. Audi has been a member of the cooperation platform since 2017.



# Audi Sport Motorsport 2019

In the 2019 motorsport season, AUDI AG will be involved in the pioneering Formula E and the enthralling DTM touring car racing. The company's involvement aims primarily to derive innovative technologies for the future and volume-production use.

## Formula E

Audi starts 2018/19 as defending champion in Formula E. The world's first electric race series entered its fifth season in early December 2018 in Ad Diriyah, Saudi Arabia. The all-new Audi e-tron FE05 celebrated its premier there, ushering in a new era in the innovative race series: the larger battery capacity of the new vehicle generation eliminates the need for the obligatory vehicle change in the middle of the race.

Audi is focusing on the brand's electrification campaign with its involvement in Formula E. As the first all-electric volume-production vehicle, the Audi e-tron celebrated its premiere in September 2018. The e-tron Sportback is due to follow in 2019. By 2025, Audi will offer twelve different models with all-electric drive in the world's key markets, generating around a third of its sales from electrified models. Motorsport is taking on a pioneering role here. After all, the Four Rings have been using this platform for almost 40 years to test new technologies for volume production. The Audi e-tron now follows in the footsteps of quattro, TFSI, TDI and hybrid.

Audi was the first German manufacturer to join Formula E in the 2017/18 season. Even in the debut season, Lucas di Grassi and Daniel Abt notched up four victories, guaranteeing the Audi Sport ABT Schaeffler team the title in the team rankings. Throughout the season the successful duo took part in a total of 13 races across the globe, including in Mexico City, Hong Kong, Rome, Paris, Berlin and New York.

## DTM

Audi will also be involved in the spectacular touring car racing in 2019, continuing its many years of involvement in the DTM. A new era is dawning this year in the popular race series: the previous V8 naturally aspirated engines are being replaced with new four-cylinder turbocharged engines that deliver a good mix of performance and efficiency. The new engines provide an important connection with volume production, as the four-cylinder two-litre turbocharged engines in particular are important combustion engines worldwide at Audi. The power output of the racing engines uprated to around 600 hp holds out the prospect of even more thrilling action. Together with the modified aerodynamics, they rank as the cornerstones of the new Class 1 regulations, due also to come into force from 2020 in the Japanese Super GT series.

Audi will also be one of the title contenders in 2019 with the Audi RS 5 DTM lining up on the grid in the 18 races in Germany, Belgium, Italy, the Netherlands and the UK. The Four Rings rely on a tried-and-trusted driver sextet in the shape of Loïc Duval, Robin Frijns, Jamie Green, Nico Müller, René Rast and Mike Rockenfeller.



In 2018, Audi notched up its 100th victory in the DTM, with defending champion René Rast missing out on the drivers' title by just four points. The Audi driver's six victories in a row during the season set a new record in the traditional-laden race series which was inaugurated in 1984.



# 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 to 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”

An attractive line-up of models, each one delivering compelling outstanding performance, once again awaits you in the 2019 summer season.

The **new Audi R8 Coupé V10 performance quattro** is the sporty flagship of the Audi brand and the most powerful and fastest volume-production Audi: even faster, even more powerful and even more dynamic. During our events staged at internationally renowned racetracks you can experience its breathtaking performance. Instant response, lightning-fast high-revving and a unique sound – the heart of the Audi R8 is its V10 naturally aspirated engine. The high-torque engine and the quattro drive add up to an experience packed with high tech in a dynamic training vehicle.



### Audi RS 5 Coupé

**Engine type:** V6 petrol engine > **Drive type:** quattro  
**Transmission type:** 8-speed tiptronic > **Displacement:** 2894 cc  
**Max. power output:** 331 kW (450 hp) > **Max. torque:** 600 Nm  
**Top speed:** 250 km/h > **0-100 km/h:** 3,9 s

The Audi tour experience serves up unique driving adventures in the **new Audi R8 Spyder V10 performance quattro**. Our brand experiences will also offer you the chance to get to know this top-of-the-line model.

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 A8 50 TDI quattro

**Engine type:** V6 diesel engine > **Drive type:** quattro  
**Transmission type:** 8-speed tiptronic > **Displacement:** 2967 cc  
**Max. power output:** 210 kW (286 hp) > **Max. torque:** 600 Nm  
**Top speed:** 250 km/h > **0-100 km/h:** 5,9 s



### Audi R8 Coupé V10 performance quattro

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



### Audi R8 Spyder V10 performance quattro

**Engine type:** V10 petrol engine > **Drive type:** quattro  
**Transmission type:** 7-speed S tronic > **Displacement:** 5204 cc  
**Max. power output:** 456 kW (620 hp) > **Max. torque:** 580 Nm  
**Top speed:** 329 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

# 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 2019:

## ○ Audi training experience

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

## ● Audi Sport experience

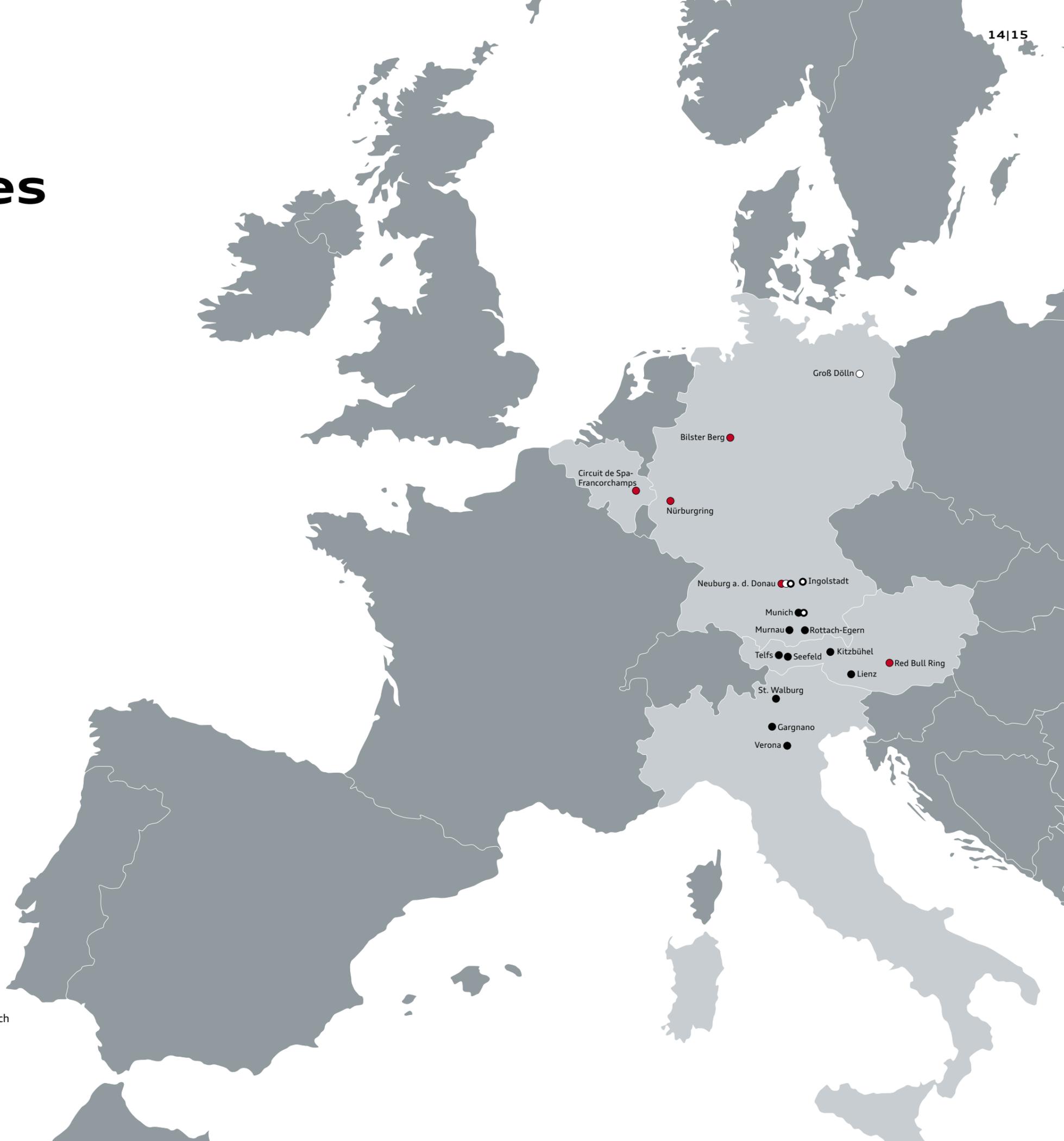
- ▶ **Neuburg an der Donau – Germany**  
(approx. 20 km west of Ingolstadt in Bavaria)
- ▶ **Bilster Berg Drive Resort – Germany**  
(approx. 30 km north-east of Paderborn in the state of North Rhine-Westphalia)
- ▶ **Nürburgring – Germany**  
(approx. 90 km south of Cologne in the state of Rhineland-Palatinate)
- ▶ **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 – Kühtaisattel – Telfs-Buchen – Timmelsjoch – St. Leonhard – Jaufen Pass – Telfs-Buchen – Hahntennjoch – Murnau am Staffelsee – Munich
- ▶ **Audi R8 Spyder Grossglockner Alpine tour**  
Munich – Bayrischzell – Gerlospass – Kitzbühel – Großglockner High Alpine Road – Lienz – Kitzbühel – Rottach-Egern – Munich
- ▶ **Audi R8 Spyder Dolce Vita tour**  
Munich – Rottach-Egern – Jaufen Pass – St. Walburg – Verona – Gargnano – Telfs-Buchen – Munich

## ○ Audi tour experience – brand experience

- ▶ **Audi Altmühl Valley tour**  
Neuburg an der Donau – Eichstätt – Dietfurt – Riedenburg – Neuburg an der Donau
- ▶ **Audi South Tyrol tour**  
Munich – Jaufen Pass – St. Walburg – Sella Runde – Timmelsjoch – Murnau am Staffelsee – Munich





# Compact training

Experience Audi, enjoy Audi – the combination of two driving modules and two 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 RS 5 Coupé allows you to complete

some initial driving exercises on the dynamic driving area, before tackling the handling course in the new Audi R8 Coupé V10 performance quattro under the guidance of an instructor.

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

**Training vehicles** ▶ Audi RS 5 Coupé (dynamic driving area)  
▶ Audi R8 Coupé V10 performance quattro (handling course)

**Training venue** ▶ Neuburg an der Donau

**Duration** ▶ 1 training day

**Please note** ▶ **Driving training designed for beginners**  
▶ **Condensed training programme with all driving modules**

**Information** ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 42

# 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.

- Training programme e. g.**
- ▶ Steering slalom
  - ▶ Understeer/oversteer
  - ▶ ABS emergency braking
  - ▶ Evasive manoeuvres
  - ▶ Handling course
- Training vehicles**
- ▶ Audi RS 5 Coupé
  - ▶ Audi A8 50 TDI 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 as well as contact details can be found starting on page 42

# 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 RS 5 Coupé
  - ▶ Audi A8 50 TDI 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 as well as contact details can be found starting on page 42



# 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 50 TDI quattro

**Training venue** ▶ Groß Dölln

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

**Information** ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 42



# 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 50 TDI 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 as well as contact details can be found starting on page 42





## R8 basic experience

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

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

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

**Training programme e. g.**

- ▶ ABS braking
- ▶ Understeer
- ▶ Cornering technique
- ▶ Guided driving on handling course

**Training vehicle**

- ▶ Audi R8 Coupé V10 performance quattro

**Training venue**

- ▶ Neuburg an der Donau

**Duration**

- ▶ ½ training day
- ▶ 1 training day

**Please note**

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

**Information**

- ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 42

## R8 exclusive experience

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

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

The pace and intensity are geared exclusively to you – 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. If you like, you can share the experience with up to one other person in your group, with a new Audi R8 Coupé V10 performance quattro naturally also available as a training vehicle for your companion. Lunch in our Audi drivers lounge also provides the perfect finish to the day.

**Training programme e. g.**

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

**Training vehicle**

- ▶ Audi R8 Coupé V10 performance quattro

**Training venue**

- ▶ Neuburg an der Donau

**Duration**

- ▶ ½ training day

**Please note**

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

**Information**

- ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 42

# 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 new Audi R8 Coupé V10 performance quattro and explore the physical limits of vehicle handling. Built around our most powerful ideas, with the new Audi R8 Coupé V10 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 performance quattro
- Training venues**
  - ▶ 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 as well as contact details can be found starting on page 42

# Racetrack pro experience

The engine of the new Audi R8 Coupé V10 performance quattro 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 performance quattro
- 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
- Please note**
  - ▶ **Only four participants per instructor**
- Information**
  - ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 42





## 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 new Audi R8 Coupé V10 performance quattro. 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 performance quattro. Come and experience unadulterated driving pleasure and the fascination of the "Green Hell"!

<b>Training programme e. g.</b>	▶ Guided driving
<b>Training vehicle</b>	▶ Audi R8 Coupé V10 performance quattro
<b>Duration</b>	▶ 1 training day incl. 1 overnight stay
<b>Training venue</b>	▶ Nürburgring Nordschleife
<b>Prerequisites</b>	▶ 3 racetrack trainings ▶ Nordschleife experience recommended
<b>Information</b>	▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 42

The figures for fuel consumption and CO<sub>2</sub> emissions can be found on page 43.

## Motorsport training level 1

Are you an enthusiastic motor racing fan that enjoys a sporty, dynamic driving style and who wants to understand better the physical limits of vehicle handling? Then the Motorsport training level 1 is just what you're looking for.

Led by our instructors you will first get to know the racing line on the track with the new Audi R8 Coupé V10 performance quattro. In other intensive driving exercises you will be trained in the driving techniques applicable to motorsport and will be able to put to better use the incredible performance of the Audi R8 Coupé. Our instructors will point out to you further room for improvement as part of the detailed video analysis. The expert support you will receive in small groups of up to 8 people is a sure guarantee of progress and, above all, fun at the wheel.

Some driving training or racetrack training experience is recommended.

<b>Training programme e. g.</b>	▶ Warm-up ▶ Cornering technique ▶ Sector training ▶ Guided driving ▶ Video feedback
<b>Training vehicle</b>	▶ Audi R8 Coupé V10 performance quattro
<b>Duration</b>	▶ 1 training day
<b>Training venue</b>	▶ Neuburg an der Donau
<b>Prerequisites</b>	▶ Driving training or racetrack training experience recommended
<b>Information</b>	▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 42



# 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 new Audi R8 Coupé V10 performance quattro training car, and, what is more, very small groups of just six participants per instructor. You will receive intensive tuition from our instructors in accordance with the training guidelines of the DMSB.

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

- Training programme e. g.**
- ▶ DMSB theory and test previous evening
  - ▶ Warm-up
  - ▶ Racing situations (line, overtaking)
  - ▶ Guided driving
- Training vehicle**
- ▶ Audi R8 Coupé V10 performance quattro
- 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 as well as contact details can be found starting on page 42

# Motorsport training level 2

Our Motorsport training level 2 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 new Audi R8 Coupé V10 performance quattro 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 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.**

- Training programme e. g.**
- ▶ Cornering technique
  - ▶ Guided driving
  - ▶ Video feedback
- Training vehicles**
- ▶ Audi R8 Coupé V10 performance quattro
  - ▶ Audi R8 LMS GT4 (approx. 30 minutes driving time per participant)
- Duration**
- ▶ 1 training day
- Training venue**
- ▶ Neuburg an der Donau
- Prerequisites**
- ▶ Racetrack training course or motor racing experience
- Please note**
- ▶ **Please read information on page 48**
  - ▶ **We recommend you have your own racing driver equipment (overalls, helmet, HANS, etc.)**
- Information**
- ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 42

**Tip:** For specific enquiries relating to motorsport training courses, including with the Audi R8 LMS GT 3 or GT 4, please contact [incentive@audi.de](mailto:incentive@audi.de)

# Audi R8 Spyder Tyrol Alpine tour

Winding Alpine passes and enthralling panoramic vistas, all in the new Audi R8 Spyder V10 performance quattro, leaving no scope for any doubt. Welcome to our Tyrol Alpine tour. Experience the impressive countryside on both the Austrian and Italian sides, 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 new Audi R8 Spyder 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 dreamlike drive through the Stubai Alps takes you through the Kühtaisattel pass (2,017 metres) up to Kühtai, the highest skiing resort in Austria. Watch out for the odd wandering cow on this almost deserted pass! Your destination for the day takes

you through 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 metres), the route takes you to St. Leonhard. 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 Tyrolean mountains as you make your way back to the Inter Alpen-Hotel Tyrol through the Jaufen Pass, perched at almost 2,100 metres, with its twenty hairpin bends.

Yet more of the most beautiful drives through the Alps are waiting to be discovered on day three. The Hahntennjoch awaits you as the next Alpine pass. To reach the pass situated at 1,894 metres, you need to climb almost 1,000 metres. The winding, narrow road has gradients of up to 18.9% and holds out a special treat particularly with the new Audi R8 Spyder.

The route takes you along Lake Plansee 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 once more the full potential of the new Audi R8 Spyder V10 performance quattro.

## Route

► Munich – Lermoos – Kühtaisattel – Telfs-Buchen – Timmelsjoch – St. Leonhard – Jaufen Pass – Telfs-Buchen – Hahntennjoch – Murnau am Staffelsee – Munich

## Miscellaneous

► Programme is subject to change

## Vehicle

► Audi R8 Spyder V10 performance quattro

## Information

► All dates, prices, general terms and conditions as well as contact details can be found starting on page 42



# Audi R8 Spyder

## Grossglockner Alpine tour

Experience the phenomenal driving dynamics of the new Audi R8 Spyder V10 performance quattro on breathtaking Alpine passes and let yourself be pampered in one of the best hotels in the Kitzbühel Alps. We can make this dream come true for you with our Audi R8 Spyder Grossglockner Alpine tour.

Upon your arrival at Munich Airport, the Audi Team will welcome you for a short briefing. Afterwards you set off in the new Audi R8 Spyder past Lake Schliersee to Bayrischzell for lunch together in the Restaurant Seeberg. Via the Gerlos Pass through the Zillertal and Kitzbühel Alps the route takes you to the A-Rosa Kitzbühel hotel, where you can enjoy the rest of the day.

The next morning you can admire the impressive panorama of 3,000-metre peaks as you power along the Grossglockner High Alpine Road. A stop at the Kaiser-Franz-Josefs-Höhe visitors' centre provides the perfect vantage point to take in the breathtaking mountains. The route takes you through the East Tyrol into the Lienz Dolomites. Surrounded by romantic forests and right on Lake Tristachersee, we will be awaiting you in the Parkhotel for lunch. In the afternoon you will experience another exciting route in the fascinating world of Tyrol with the Hohe Tauern National Park. The journey then takes you along the Felbertauern Road back to your hotel, the A-Rosa Kitzbühel.

Yet more of the most beautiful drives through the Alps are waiting to be discovered on day three. Enjoy the dreamlike route past Lake Achen to Lake Tegernsee, and then on to Rottach-Egern where we will be awaiting you in the Seehotel Überfahrt for lunch.

During the concluding stage through the picturesque Alpine foothills, you will once again experience the fascinating driving dynamics of the new Audi R8 Spyder V10 performance quattro as you make your way back to Munich.

### Route

- ▶ Munich – Bayrischzell – Gerlospass – Kitzbühel – Großglockner High Alpine Road – Lienz – Kitzbühel – Rottach-Egern – Munich

### Miscellaneous

- ▶ Programme is subject to change

### Vehicle

- ▶ Audi R8 Spyder V10 performance quattro

### Information

- ▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 42



# 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 2019, it is your turn to be inspired here by a mode of transport with rather more horsepower – the new Audi R8 Spyder V10 performance quattro!

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

Seehotel Überfahrt via the winding Jaufen Pass perched at almost 2,100 metres. 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 di Valvestino, Lago Idro, Lago di Ledro and along the western shore of Lake Garda on day three. You are free to spend the afternoon as you like.

Over the Brenner Pass the journey in the new Audi R8 Spyder takes you to the Interlpen-Hotel Tyrol in Telfs-Buchen, located at 1,300 metres in the Tyrol, where you can savour lunch as well as the breathtaking views.

Suitably refreshed, it's time to tackle the last stage back to Munich in the afternoon. The Audi R8 Spyder Dolce Vita tour – come and discover Italy at its sportiest!

## Route

► Munich – Rottach-Egern – Jaufen Pass – St. Walburg – Verona – Gargnano – Telfs-Buchen – Munich

## Miscellaneous

► Programme is subject to change

## Vehicle

► Audi R8 Spyder V10 performance quattro

## Information

► All dates, prices, general terms and conditions as well as contact details can be found starting on page 42



## Audi Altmühl Valley tour and Audi South Tyrol 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 performance quattro.

### Audi Altmühl Valley tour

From the Audi driving experience center in Neuburg an der Donau you set off on a discovery tour through the Audi production facilities in Ingolstadt and/or on a visit to the Audi museum mobile in the Audi Forum Ingolstadt to put you in just the right frame of mind for this tour. The Altmühl Valley natural park is full of fantastic roads and landscapes just waiting to be discovered. Covering an area of 3,000 square kilometres, the Altmühl Valley is Germany's third-largest natural park. The natural park features a mixture of craggy dolomite cliffs, sun-drenched juniper heaths and gentle river valleys.

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

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

### Audi South Tyrol tour

Drive on the most stunning panoramic roads and into the breathtaking world of the Dolomite Mountains in the new Audi R8 Spyder V10 performance quattro. 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.

With the Alps in full view, it is time to head south from Munich Airport. After passing through the winding Jaufen 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 first-class accommodation, 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 a UNESCO World Heritage site. The route leads over the Sella Pass on sinuous, snaking roads, up to the 2,121-metre Gardena Pass. In what is truly a unique spot, you will enjoy the culinary delights of South Tyrolean cuisine along with a magnificent view. After this you scale the Pordoi Pass in the new Audi R8 Spyder, followed by other impressive passes on the way back to your Hotel Arosea Life Balance.

The final day once again holds out the prospect of pure driving pleasure as you tackle the journey through the Timmelsjoch, located at 2,474 metres, to Hochgurgl. Through the Ötz Valley you head past Murnau am Staffelsee back to Munich. Enjoy once again to the full the driving dynamics of the new Audi R8 Spyder V10 performance quattro.

<b>Vehicle</b>	▶ Audi R8 Spyder V10 performance quattro
<b>Please note</b>	▶ <b>Vehicle subject to availability</b> ▶ <b>The tour price only includes the initial tank of fuel</b>
<b>Audi Altmühl Valley tour</b>	▶ ½ driving day
<b>Audi South Tyrol tour</b>	▶ 3 driving days incl. 2 overnight stays
<b>Information</b>	▶ All dates, prices, general terms and conditions as well as contact details can be found starting on page 42

## 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 center in Neuburg an der Donau offers a whole range of training opportunities with its 30,000 square metre dynamic driving area, handling course up to 2.2 kilometres long and an off-road course. The half-day training course on the dynamic driving area pushes your guests to the absolute limits of performance in the Audi RS 5 Coupé. With the guided driving in the new Audi R8 Coupé V10 performance quattro on the handling course, you get a feel for the brand's sportiness. Sitting alongside our instructors in the new Audi R8 Coupé you offer your guests

an emotional highlight. In a rescue simulator you can also learn how to escape from a car turned upside down. The in-house restaurant whose viewing terrace provides a panoramic view of the entire site is the ideal spot to savour the culinary delights.

We 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	Advanced training
Training vehicles	Audi RS 5 Coupé Audi R8 Coupé V10 performance quattro	Audi A8 55 TFSI quattro
Duration	1 training day	1 training day
Dates Neuburg a. d. Donau	08.06.2019 03.08.2019 14.09.2019	
Date Groß Dölln		28.10.2019
Price per person	€ 440,-	€ 500,-
Brochure page	16	18

## Audi training experience

	Advanced training	Advanced training Young drivers	Advanced training Young drivers
Training vehicle	Audi RS 5 Coupé	Audi RS 5 Coupé	Audi RS 5 Coupé
Duration	1 training day	½ training day in the morning	½ training day in the afternoon
Dates Neuburg a. d. Donau	27.04.2019 04.05.2019 18.05.2019 01.06.2019 06.07.2019 13.07.2019 (Ladies` special) 20.07.2019 17.08.2019 31.08.2019 21.09.2019 28.09.2019 05.10.2019 19.10.2019	11.06.2019 12.06.2019 06.08.2019 07.08.2019 19.08.2019 20.08.2019 28.10.2019 29.10.2019	11.06.2019 12.06.2019 06.08.2019 07.08.2019 19.08.2019 20.08.2019 28.10.2019 29.10.2019
Price per person	€ 470,-		
Young drivers (up to age 25)	€ 295,-	€ 120,-	€ 120,-
Brochure page	18	18	18

If not otherwise stated, the vehicles for the training courses and tours 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 43.

## Audi training experience

	Intensive training	Intensive training
Training vehicle	Audi RS 5 Coupé	Audi A8 55 TFSI quattro
Duration	2 training days incl. 1 overnight stay	2 training days incl. 2 overnight stays Arrival previous evening
Dates Neuburg a. d. Donau	23.08. – 24.08.2019 11.10. – 12.10.2019	
Date Groß Dölln		18.10. – 20.10.2019
Price per person	€ 1.300,-	€ 1.420,-
Brochure page	19	19

## Audi training experience

	Executive driver training	Executive driver training pro
Training vehicle	Audi A8 50 TDI quattro	Audi A8 50 TDI quattro
Duration	2 training days incl. 2 overnight stays Arrival previous evening	2 training days incl. 2 overnight stays Arrival previous evening
Prerequisites		Executive driver training recommended
Dates Groß Dölln	26.06. – 28.06.2019 02.09. – 04.09.2019 11.09. – 13.09.2019	03.07. – 05.07.2019 04.09. – 06.09.2019
Price per person	€ 1.420,-	€ 1.530,-
Brochure page	20	22

The vehicles presented in this catalogue have been type-approved according to the NEDC and are no longer offered for sale by AUDI AG as new vehicles. Information on any new or used cars still in stock can be obtained from your Audi dealer.

### Fuel consumption/emissions figures:

Audi RS 5 Coupé	▶ Fuel consumption in l/100 km: urban 12,4; extra-urban 7,1 – 7,0; combined 9,1 – 9,0; CO <sub>2</sub> emissions in g/km: combined 197; Efficiency rating: E/EU6
Audi A8 50 TDI quattro	▶ Fuel consumption in l/100 km: urban 6,5 – 6,3; extra-urban 5,5 – 5,1; combined 5,8 – 5,6; CO <sub>2</sub> emissions in g/km: combined 152 – 145; Efficiency rating: A/EU6
Audi e-tron 55 quattro	▶ Electric power consumption combined in kWh/100 km: 26,2 - 22,5; CO <sub>2</sub> emissions in g/km: combined 0; Efficiency rating: A/EU6
Audi R8 Coupé V10 performance quattro	▶ Fuel consumption in l/100 km: urban 20,0; extra-urban 9,0; combined 13,1; CO <sub>2</sub> emissions in g/km: combined 297; Efficiency rating: G/EU6
Audi R8 Spyder V10 performance quattro	▶ Fuel consumption in l/100 km: urban 20,2; extra-urban 9,2; combined 13,3; CO <sub>2</sub> emissions in g/km: combined 301; 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 performance quattro	Audi R8 Coupé V10 performance quattro
<b>Duration</b>	½ training day in the morning	½ training day in the afternoon
<b>Dates Neuburg a. d. Donau</b>	03.05.2019 21.06.2019 19.07.2019 16.08.2019 31.08.2019	21.06.2019 31.08.2019 06.09.2019
<b>Price per person</b>	€ 430,-	€ 460,-
<b>Brochure page</b>	24	24

## Audi Sport experience

	R8 basic experience	R8 exclusive experience
<b>Training vehicle</b>	Audi R8 Coupé V10 performance quattro	Audi R8 Coupé V10 performance quattro
<b>Duration</b>	1 training day	½ training day in the morning
<b>Dates Neuburg a. d. Donau</b>	01.06.2019 22.06.2019 13.07.2019 21.09.2019 28.09.2019 05.10.2019	06.05.2019 23.05.2019 07.06.2019 05.07.2019 12.07.2019 02.09.2019 06.09.2019 19.09.2019 20.09.2019 27.09.2019 01.10.2019 10.10.2019
<b>Price per person</b>	€ 810,-	€ 1.300,- (1 participant) € 2.000,- (2 participants)
<b>Please note</b>		2 training groups possible
<b>Brochure page</b>	24	25

## Audi Sport experience

	Racetrack experience	Racetrack experience
<b>Training vehicle</b>	Audi R8 Coupé V10 performance quattro	Audi R8 Coupé V10 performance quattro
<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 Red Bull Ring</b>	06.09. – 07.09.2019	
<b>Dates Bilster Berg</b>	14.06. – 15.06.2019 02.10. – 03.10.2019	
<b>Dates Nürburgring GP-Kurs</b>		17.04. – 18.04.2019 15.10. – 16.10.2019 22.10. – 23.10.2019
<b>Date Spa-Francorchamps</b>		29.10. – 30.10.2019
<b>Price per person</b>	€ 1.500,-	€ 1.650,-
<b>Brochure page</b>	26	26

## Audi Sport experience

	Racetrack pro experience	Nordschleife experience
<b>Training vehicle</b>	Audi R8 Coupé V10 performance quattro	Audi R8 Coupé V10 performance quattro
<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-Kurs</b>	16.10. – 17.10.2019 23.10. – 24.10.2019	
<b>Dates Spa-Francorchamps</b>	30.10. – 31.10.2019 31.10. – 01.11.2019	
<b>Dates Nordschleife</b>		16.06. – 17.06.2019 14.07. – 15.07.2019 04.08. – 05.08.2019 08.09. – 09.09.2019
<b>Price per person</b>	€ 1.800,-	€ 2.350,-
<b>Brochure page</b>	27	28

If not otherwise stated, the vehicles for the training courses and tours shall generally be occupied at the events by 2 persons per vehicle.

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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 43.

## Audi Sport experience

	Motorsport training level 1	Licence training
Training vehicle	Audi R8 Coupé V10 performance quattro	Audi R8 Coupé V10 performance quattro
Duration	1 training day	1 training day incl. 1 overnight stay Arrival previous evening
Prerequisites	Driving training or racetrack training experience recommended	1 training acc. to DMSB specification, racetrack training recommended
Dates Neuburg a. d. Donau	08.05.2019 27.05.2019	08.05. – 09.05.2019
Price per person	€ 1.500,–	€ 1.530,–
Brochure page	29	30

## Audi Sport experience

	Motorsport training level 2
Training vehicles	Audi R8 Coupé V10 performance quattro 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	28.05.2019 26.06.2019
Price per person	€ 3.900,–
Brochure page	31

## Audi tour experience

	Audi R8 Spyder Tyrol Alpine tour	Audi R8 Spyder Grossglockner Alpine tour	Audi R8 Spyder Dolce Vita tour
Vehicle	Audi R8 Spyder V10 performance quattro	Audi R8 Spyder V10 performance quattro	Audi R8 Spyder V10 performance quattro
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 – Kühtaisattel – Telfs-Buchen – Timmelsjoch – St. Leonhard – Jaufen Pass – Telfs-Buchen – Hahntennjoch – Murnau am Staffelsee – Munich	Munich – Bayrischzell – Gerlospass – Kitzbühel – Großglockner High Alpine Road – Lienz – Kitzbühel – Rottach-Egern – Munich	Munich – Rottach-Egern – Jaufen Pass – St. Walburg – Verona – Gargnano – Telfs-Buchen – Munich
Dates	05.07. – 07.07.2019 20.09. – 22.09.2019	14.06. – 16.06.2019 06.09. – 08.09.2019	29.06. – 02.07.2019 07.09. – 10.09.2019
Price per person <sup>2,3</sup>	€ 2.070,– in single room € 1.850,– in double room	€ 2.070,– in single room € 1.850,– in double room	€ 2.700,– in single room € 2.370,– in double room
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## Audi brand experience

	Audi Altmühl Valley tour	Audi South Tyrol tour
Vehicle	Audi R8 Spyder V10 performance quattro	Audi R8 Spyder V10 performance quattro
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 – Riedenburger – Neuburg a. d. Donau	Munich – Jaufen Pass – St. Walburg – Sella Runde – Timmelsjoch – Murnau am Staffelsee – Munich
Dates	on request	on request
Price per person <sup>2,3</sup>	€ 520,– (1 participant) € 700,– (2 participants)	€ 1.540,– in single room € 1.060,– in double room
Brochure page	38	38

If not otherwise stated, the vehicles for the training courses and tours 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 43.

<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](mailto:drive@audi.de)  
 Internet: [www.audi.com/driving](http://www.audi.com/driving)

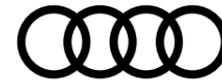
If you are interested in organising an exclusive training event, email your inquiry to us at [incentive@audi.de](mailto:incentive@audi.de)

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

## Information on driving in Audi motorsport vehicles

To ensure everything runs smoothly when you take part in the Audi Sport experience training course with the 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](mailto:drive@audi.de), by fax to +49 (0) 841/89-84 3 29 00 or by post to: AUDI AG ▶ Audi driving experience ▶ 85045 Ingolstadt  
 (Please complete an application for each individual participant. All fields with \* must be filled out to ensure processing can be done properly)

Event\*

Venue/date\*

Departure airport (events with flight)

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

## Participant

Surname/First name\*

Date of birth

## Passive accompanying person

(except Audi tour experience)

Surname/First name

Date of birth

**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 gift card

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

## Billing address

Surname/First name\*

Possibly company

Address\*

City, Postal/Zip Code/Country\*

Telephone number contact person

E-mail

Tax ID no. (only companies)

**I have read and understood the General Terms & Conditions (pages 52 and 53) and accept them.**

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

Place, date\*

Name (in block capitals)\*

Signature of invoice recipient\*

### Declaration of consent under data protection law:

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

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

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

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

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

Place, date

Signature



## Data protection notice for Audi driving experience

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

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

The entity responsible for processing your personal data is: AUDI AG Auto-Union-Strasse 1, 85045 Ingolstadt.

For data protection issues you can also contact our company data protection officer:

AUDI AG, Data Protection Officer, Auto-Union-Strasse 1, 85045 Ingolstadt. Email: [datenschutz@audi.de](mailto:datenschutz@audi.de).

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

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

If you commit a traffic violation in the Audi driving experience we receive the relevant information from the responsible authorities.

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

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

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

### 4. Who gets my data?

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

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

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

### 6. What rights do I have?

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

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

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

### 7. Contact

If you have questions about this data protection notice or processing of your personal data by Audi AG, or wish to exercise your data protection rights, please contact the following:

AUDI AG Kundenbetreuung Deutschland, PO Box 10 04 57, 85045 Ingolstadt, Email: [kundenbetreuung@audi.de](mailto:kundenbetreuung@audi.de)

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



# 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 2020

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 2020.

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

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

Up-to-date information and details on the driving experience in all its diversity will be found in the winter catalogue, to be published in autumn 2019. All the information is also available online at [www.audi.com/driving](http://www.audi.com/driving).