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 09/2017 Item no. 731/3000/2018 Subject to change

Winter programme 2018
**WINTER HAS ITS CHAMPIONS**

PIRELLI IS THE OFFICIAL MAIN SPONSOR OF THE FIS ALPINE WORLD SKI CHAMPIONSHIPS ÅRE 2019 AND THE OFFICIAL SPONSOR OF THE 2018 IIHF ICE HOCKEY WORLD CHAMPIONSHIP, DENMARK.

Preparation, precision, power and control. This is how we dominate even the most adverse winter conditions and transform them into the ideal scenario to express ourselves. It's the joy of being able to thrive in what many consider the harshest season that has pushed Pirelli to become the World Ski Championships' partner.

DISCOVER MORE AT PIRELLI.COM

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Let the 2018 winter season begin

Audi driving experience bids you a warm welcome to the 2018 winter season. Awe-inspiring landscapes, optimally prepared training grounds, sporty Audi models and, last but not least, a professional and motivated team awaits you at each of our many events – come and savour the thrills of the Audi driving experience. Sense the exhilaration of dynamism and passion. Feel the beat of the brand’s pulse.

Find out more and read about the world of the Audi driving experience, with interesting reports and background information about the Audi Sport programme, a complex film shoot at the Audi driving experience center in Neuburg an der Donau and about the sporting ambitions of two youngsters in the Audi Sport racing academy sponsorship programme.

From Advanced training to the Audi ice experience range, there is a course to satisfy every wish with respect to professional training and fun at the wheel. Audi improves the participants’ personal driving skills, allowing them to heighten their driving potential.

The most important benefits are improved road safety, more driving pleasure and an even more intensive appreciation of the dynamic possibilities facilitated by the Audi models.

Audi training experience encompasses a wide range of traditional driving and safety training courses. Whether it's Advanced or Executive driver training pro - the Audi driving experience instructors provide you with valuable skills to cope with everyday and extreme situations - and this winter we are also offering Off-road training in Neuburg an der Donau again.

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

With the Audi SQ5 TFSI, the Audi tour experience provides you with wintry terrain in a breath-taking setting north of the Arctic Circle. Besides the popular Audi North Cape Tour, we will also be offering the Audi Sweden Tour in the forthcoming winter season. Gällivare in Northern Sweden, 70 kilometres north of the Arctic Circle, is the starting point for exciting day tours.

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

So, enter the fascinating world of the Audi driving experience, full of unique adventures and unforgettable moments. All courses combine high quality standards, and this is just one of the reasons why Audi driving experience ranks among the most successful providers of courses aimed at driving safety and fun at the wheel.

Welcome to dynamics, passion and fascination. Welcome to Audi driving experience.
The Audi driving experience center makes dreams come true: three bloggers experience a day in Neuburg an der Donau, which allows them to indulge their childhood memories while also teaching them lots.

The course becomes a playground, and the model cars from childhood become the very latest sporty Audi models. The painstakingly filmed report from broadcaster UHD1 by HD+ is a real treat for car enthusiasts.

And high-end cars call for high-end technology. So the footage was shot and broadcast in high-resolution Ultra-HD. With two camera teams, camera drone, on-board cameras and a specially converted mobile crane for stunning driving shots, editz, the film-maker specialised in 4K, captures the track and dream cars in pin-sharp clarity.

First, the bloggers have to demonstrate their driving skills on the large dynamic driving area of the Audi driving experience. “I thought it would be easier”, confesses Bernd Conrad, motoring journalist and blogger, a protagonist who has experienced the laws of physics first-hand. The water-covered surface is as smooth as glass, so much so that the media man unexpectedly gets a panoramic view of the training facilities as he spins out. “I learned that I move the steering wheel too frantically”. Over the next few hours he learns how professional training can notably improve his own skills.

Totally contrary to expectations, the frantic reactions give way to a sense of calm: smooth steering, focusing your eyes on certain points, controlling the speed are the secrets to reducing lap times. “Once you have mastered the technique of cornering, then speed sorts itself out”, explains the instructor. A few aids make it easier for the sports car rookies to make the right decisions: cones along the edge of the handling course mark the entry point and the apex of the bend. To begin with, all the cars follow the pace car. “It took us one or two laps before we accelerated. And then your hands were really sweating”, the blogger reports enthusiastically.

Afterwards the media team gains an insight into the type of work done at the Audi driving experience by taking a behind-the-scenes look. In the workshop the wheels are removed, revealing the powerful ceramic brake system on the Audi R8 V10 plus.

The wear indicator shows that driving in Neuburg an der Donau is taking its toll. What will last the life of the car with normal road usage, needs more servicing when used for training. This is even more apparent with the tyres. “They last a day at most”, explains a mechanic.

After the workshop, the absolute dream on the circuit in the shape of a genuine racing car provides the fitting finale. A friendly female voice provides a few words of introduction. The 31-year-old professional racing driver Rahel Frey tells a few stories from her career. The Swiss driver is currently the world’s most successful female GT driver. She leaves her female peers standing, with six overall victories in the Audi R8 LMS already under her belt. Her 580-hp GT3 racing car ultimately awakens the big kids in the guests. Once the blogger has clambered athletically through the bars of the rollover cage onto the front passenger seat, he feels an adrenaline rush tempered by a dose of humility about what lies ahead. Unbridled forward thrust, the extreme cornering forces of the slick tyres, brakes which seemingly nail the car down onto the asphalt, absolute precision in the bends. His childhood dream has become reality. Leaving a spellbound reporter in its wake.

Operation Live Your Dream – The best driving lesson in the world can be enjoyed on 13 September 2017 at 20:30 hrs., on 17 September 2017 at 19:00 hrs., and then every Wednesday from 20:00 hrs. on UHD1 by HD.

Apart from a UHD TV with HEVC decoder, viewers with satellite reception will need an HD+ module or an HD+ UHD receiver with an active HD+ card to receive UHD1 by HD.

More information is available at http://www.uhd1.tv
Audi has laid the foundations for the future of motor racing. Three renowned programs – two of which are worldwide and one is held in Europe – shape AUDI AG’s involvement in motor racing, not forgetting the customer sport programme.

Formula E made history as the world’s first electric race series, and Audi is the first German carmaker to sign up. The brand with the four rings is taking over ABT Sportsline’s position on the grid. The team from the Allgäu region in Germany has been successfully involved in Formula E since the electric race series was set up and will in future be the operations team supporting the Audi racing cars. The 2016/17 season was an absolute success for the team as Lucas di Grassi claimed his first title. Audi Sport ABT Schaeffler will line up on the grid in Hong Kong in early December 2017 as defending champion in the fourth season of the Formula E. Audi has lent its name to the team since the first Formula E season in 2014. For the 2016/2017 season Audi has bolstered the partnership with financial and technical support. Taking ABT Sportsline’s place on the grid then completed the final step in the move to full works involvement.

The DTM, Europe’s most successful touring car series, constitutes a second pillar of the programme. Audi competes with the two other premium carmakers BMW and Mercedes-Benz and has developed the Audi RS 5 DTM in accordance with the stringent technical regulations of the series. Touring cars developing more than 500 hp are equally synonymous with spectacular racing and safety. The DTM also stands out for its effective cost control with limited technical development opportunities and a range of standard components. Two races per weekend, each with a single tyre change, a Drag Reduction System (DRS) for even more overtaking and a ban on preheating the tyres guarantee nail-biting finishes. The DTM Champion has driven an Audi nine times since 1990.

Since the 2017 season, Audi has also been supporting Mattias Ekström’s factory-backed rallycross project EKS. In the 2016 season, with the all-wheel-drive Audi S1 EKS RX quattro, Ekström and EKS won both the world drivers’ championship and the world team championship against strong competition. Rallycross attracts an enthusiastic worldwide fan base with currently twelve races in eleven countries. On kilometre-long asphalt/gravel circuits, up to six drivers battle it out in four preliminary stages and a knockout system with semi-final and final. Door-to-door duels on the circuit are combined with the spectacular drifts from rally sport. The tightly timed races last around three minutes and often involve daring manoeuvres and body contact.

Apart from these three programmes, customers can buy the Audi RS 3 LMS, Audi R8 LMS GT4 and Audi R8 LMS models from Audi Sport customer racing to use on the racetrack.

Two highlights of the 2017 season were the overall victories in the 24-Hour races on the Nürburgring and in Spa-Francorchamps with the Audi R8 LMS.

The figures for fuel consumption and CO₂ emissions can be found on page 48.
Audi driving experience – News

Audi Sport racing academy – two youngsters go their own way

Fabian Vettel in the Audi Sport TT Cup

The Audi Sport racing academy is contesting its second season in 2017. After the successful premiere year of the Audi driving experience promotion program for talented junior racers, the squad was expanded to five drivers. This year, Mikaela Åhlin-Kottulinsky, Fabian Vettel, Ricardo Feller, Chris Höher and Vivien Keszthelyi will benefit from the extensive promotion.

Fabian Vettel is the younger brother of the four-time Formula 1 world champion Sebastian Vettel and competes in the Audi Sport TT Cup in 2017 – without previous racing experience. “I only did karting as a hobby before this season,” says the 18-year-old. “But then I took part in an assessment course at the Audi Sport racing academy.” Vettel convinced the adjudicators and was accepted into the squad. “I’m really grateful for this,” says the man from Hesse. “The program of the Audi Sport racing academy is very comprehensive. I’ve learned an incredible amount since joining. Whether it’s dealing with the media, mental training or, above all, driving.” The close cooperation with the mentors is a great help in this: “I am mainly supported by Sepp Haider. We get along very well. He is very experienced and says directly if something needs to be improved. This is the best way to learn.” Despite his lack of experience – most of Vettel’s competitors in the Audi Sport TT Cup have already contested races in karting or single-seater racing – the German is getting better and better.

“This season is mainly one for learning,” says Vettel. “But as there were some highlights, like driving in the top three for some time at the Norisring, then of course I’m pretty happy with it.”

One step further in the promotion than Vettel is Ricardo Feller, who competes for the Audi Sport racing academy team in the ADAC GT Masters at the wheel of a 585 hp Audi R8 LMS. The Swiss already made headlines at the season opener in Oschersleben. At 16 years, 10 months and 29 days old, he was not only the youngest driver on the grid, but also the youngest competitor in the eleven-year history of the racing series. With nearly 30 GT3 racing cars, the “league of super sports cars” offers an extremely high level of competition.

“There are often 15, 20 cars within a second,” says Feller, who made his debut in single-seater racing in 2016 after success in karting. “For me as well as for the team, the ADAC GT Masters is uncharted territory, but we are learning from race to race and getting better and better.” This upward trend was evident in the second race at Zandvoort, where the Swiss and his teammate Åhlin-Kottulinsky made up 13 positions in the pouring rain. Feller has often impressed the team as the fastest driver, even though his three fellow racers have more experience with powerful vehicles. “That surprised me,” he admits. “A great contributing factor to this is the mentors Sepp Haider, Rahel Frey and Pierre Kaffer, who help us in both word and deed.”

For the future, Feller hopes for a similar career as his countryman Marcel Fässler, who won the 24-hour race at Le Mans three times with Audi. “It would be great to be able to follow in his footsteps at Audi.”

Audi Sport customer racing has successfully introduced two further models with the Audi RS 3 LMS and the Audi R8 LMS GT4. The Audi Sport racing academy will expand its range of services by adding these two vehicles and offers all the interested drivers appropriate training programs from 2018 onwards.

See the details in the next summer catalogue or by email at incentive@audi.de
The training vehicles
Experience “Vorsprung durch Technik”

In the 2018 winter season you can expect to find an attractive vehicle fleet. The high-torque engines and the quattro drive add up to an experience packed with high tech in dynamic training vehicles.

A synthesis of exhilarating technology, style and agility. Impressive driving dynamics, pioneering technologies together with exclusive design and equipment features depict “Vorsprung durch Technik” in superlative fashion.

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

Audi S4 Avant
Engine type: V6 petrol engine > Drive type: quattro
Transmission type: 8-speed tiptronic > Displacement: 2.995 cc
Max. power output: 260 kW (354 hp) > Max. torque: 500 Nm
Top speed: 250 km/h > 0-100 km/h: 4.9 s

Audi S5 Sportback
Engine type: V6 petrol engine > Drive type: quattro
Transmission type: 8-speed tiptronic > Displacement: 2.995 cc
Max. power output: 260 kW (354 hp) > Max. torque: 500 Nm
Top speed: 250 km/h > 0-100 km/h: 4.7 s

Audi A8
At the close of press, it had not yet been finalised which engine/gearbox combination will be used in the new A8 for the Audi driving experience.
If you are interested, we will be pleased to inform you personally.

Audi SQ5 TFSI
Engine type: V6 petrol engine > Drive type: quattro
Transmission type: 8-speed tiptronic > Displacement: 2.995 cc
Max. power output: 260 kW (354 hp) > Max. torque: 500 Nm
Top speed: 250 km/h > 0-100 km/h: 5.4 s

Audi Q7 e-tron*
Engine type: V6 diesel engine > Drive type: quattro
Transmission type: 8-speed tiptronic > Displacement: 2.967 cc
Max. power output: 190 kW (258 hp) > Max. torque: 600 Nm
Top speed: 230 km/h > 0-100 km/h: 6.2 s

Audi R8 V10 plus Coupé
Engine type: V10 petrol engine > Drive type: quattro
Transmission type: 7-speed S tronic > Displacement: 5204 cc
Max. power output: 449 kW (610 hp) > Max. torque: 560 Nm
Top speed: 330 km/h > 0-100 km/h: 3.2 s

*A Details for hybrid drive. The figures for fuel consumption and CO₂ emissions can be found on page 48.
The course venues

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

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

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

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

**Audi tour experience**
- Audi Sweden tour
  Gällivare - Jukkasjärvi - Aitik ore mine - Gällivare
- Audi North Cape tour
  Kittilä - Ylläs - Kilpisjärvi - Tromsø - Alta - Honningsvåg - North Cape - Saariselkä - Kittilä
Off-road training

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

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

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

Training programme e. g.:
  • Driving on rutted tracks
  • “See-saw”
  • Driving on slope
  • Steep hill climb
  • Hill descent
  • Driving through water
  • Halfpipe

Training vehicles:
  • Audi Q7 e-tron quattro
  • Selected Q models

Training venue:
  • Neuburg an der Donau

Duration:
  • ½ training day

Information:
  • All dates, prices, general terms and conditions as well as contact details can be found starting on page 46

The figures for fuel consumption and CO₂ emissions can be found on page 48.
R8 basic experience

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

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

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

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

Training programme e. g.:
- Understeer
- ABS emergency braking
- Slalom
- Guided driving on handling course

Training vehicle:
- Audi R8 V10 plus Coupé 5.2 FSI quattro

Training venue:
- Neuburg an der Donau

Duration:
- ½ training day
- 1 training day

Please note:
- Due to weather conditions there might be cancellations
- The programme content varies between half-day and full-day training sessions

Information:
- All dates, prices, general terms and conditions as well as contact details can be found starting on page 46

The figures for fuel consumption and CO₂ emissions can be found on page 48.
Advanced training

Are you an experienced and confident driver in everyday traffic conditions? Then this Advanced training is just right for you, as well as for all younger drivers. During the course, you will learn to drive in a more controlled, assured manner, deriving a great deal of pleasure at the same time. Critical situations can arise at any time, making it especially important to keep a cool head at the wheel.

The key theoretical and practical elements for improving your control of the vehicle will be taught to you in our one-day training course set against the impressive backdrop of the Austrian Alps. On a specially prepared frozen surface, our instructors will use exciting and dynamic exercises to show you how to drive correctly at the vehicle’s limits.

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

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

Training programme e. g.:
• Steering slalom
• Understeer/oversteer
• ABS emergency braking
• Evasive manoeuvres
• Handling course

Training venues:
• Seefeld
• Saalbach
• Neuburg an der Donau (irrigated dynamic area)

Duration:
• 1 training day
• 1 training day incl. 1 overnight stay

Information:
• All dates, prices, general terms and conditions as well as contact details can be found starting on page 46

Drift training

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

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

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

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

Training programme e. g.:
• Powerslide
• Cornering/drifting techniques
• Zigzag cone slalom
• Final handling course

Training vehicles:
• Audi S4 Avant (Saalbach)
• Audi S5 Sportback (Seefeld)

Training venues:
• Seefeld
• Saalbach

Duration:
• 1 training day
• 1 training day incl. 1 overnight stay

Information:
• All dates, prices, general terms and conditions as well as contact details can be found starting on page 46
Advanced and drift training

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

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

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

Learn how to keep a sporty, dynamic driving style under control at all times. Quite apart from all the fun at the wheel, this is a training course that gives you an opportunity to push the vehicle to the limits of performance and practice controlling it in such situations.

Training programme e. g.:

- Steering slalom
- Understeer/oversteer
- ABS emergency braking
- Evasive manoeuvres
- Powerslide
- Cornering/drifting technique
- Zigzag cone slalom
- Final handling course

Training vehicles:

- Audi S4 Avant (Saalbach)
- Audi S5 Sportback (Seefeld)

Training venues:

- Seefeld
- Saalbach

Duration:

- 2 training days incl. 2 overnight stays

Information:

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

The figures for fuel consumption and CO₂ emissions can be found on page 48.
The figures for fuel consumption and CO₂ emissions can be found on page 48.

Ice challenge

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

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

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

However, it’s not just a question of speed. The experienced professionals provide you with individual support for constantly improving your driving style.

Finish with a total of three time trials in which you can demonstrate to our instructors that you have also mastered this discipline. An exciting day awaits you and you will be able to demonstrate what you have learnt.

Training programme e. g:  
• Warm-up  
• Zigzag cone slalom  
• Powerslide  
• Various competitions  
• 3 Time trials

Training vehicle:  
• Audi S4 Avant

Training venue:  
• Saalbach

Duration:  
• 1 training day incl. 1 overnight stay

Prerequisites:  
• Finland experience, Sweden experience or Drift training

Information:  
• All dates, prices, general terms and conditions as well as contact details can be found starting on page 46

The figures for fuel consumption and CO₂ emissions can be found on page 48.
Executive driver training

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

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

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

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

Training programme e. g.:
• Steering slalom
• ABS emergency braking
• 180° turn technique
• Evade and return
• Slalom + 180° turn
• Dynamic exercises
• Situation (protection of passengers)
• Final handling course

Training vehicle:
• Audi A8

Training venue:
• Seefeld

Duration:
• 2 training days incl. 2 overnight stays

Information:
• All dates, prices, general terms and conditions as well as contact details can be found starting on page 46

Executive driver compact training

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

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

From the very outset you will need your full range of driving skills. Keep probing the physical limits of vehicle handling under the professional guidance of our instructors. In-depth support will enable you to keep bettering yourself at the wheel. You will then be required to demonstrate precision on the handling course that concludes the event.

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

Training programme e. g.:
• Steering slalom
• 180° turn technique
• Evade and return
• Dynamic exercises
• Situation (protection of passengers)
• Final handling course

Training vehicle:
• Audi A8

Training venue:
• Seefeld

Duration:
• 1 training day incl. 2 overnight stays

Information:
• All dates, prices, general terms and conditions as well as contact details can be found starting on page 46
Executive driver training pro

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

Consolidate the knowledge you acquired in the Executive driver training and work hard on developing a highly professional and assured driving technique. The new training content is an ongoing challenge, and your training progress is monitored throughout.

The limited number of just six participants per instructor ensures that we can analyse your driving style individually and improve it effectively.

Training programme e. g.:
• Warm-up
• ABS emergency braking
• Evasive manoeuvre with offset
• 180° reverse turn
• Decision variants
• Dynamic exercises
• Situation (protection of passengers)
• Simulation at night (protection of passengers)
• Final handling course

Training vehicle:
• Audi A8

Training venue:
• Seefeld

Duration:
• 2 training days incl. 2 overnight stays

Prerequisites:
• Executive driver training recommended

Information:
• All dates, prices, general terms and conditions as well as contact details can be found starting on page 46

The figures for fuel consumption and CO₂ emissions can be found on page 48.
Sweden experience

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

During a warm-up session you will be taught all the necessary essentials and will learn, under the expert guidance of our instructors, how to handle the specific challenges of the winding ice circuit calmly and confidently. Long, sweeping sections are followed by series of tighter turns, each a joy to drive. Feel the elation of masterfully completing a kilometre-long course, then powering off again for another lap.

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

Training programme e. g.:
- Warm-up
- Load alteration course
- Sequences of bends
- S-bend technique
- Free practice session
- Various handling courses

Training vehicle:
- Audi S4 Avant

Training venue:
- Arvidsjaur

Duration:
- 2,5 training days incl. 3 overnight stays

Information:
- All dates, prices, general terms and conditions as well as contact details can be found starting on page 46

Audi ice experience 30|31

The figures for fuel consumption and CO₂ emissions can be found on page 48.
Relish the prospect of endless drifts, raw driving dynamics and pure pleasure at the wheel – plus, fresh challenges every day. This exclusive driving training event is the perfect follow-up to our experience training in Finland and Sweden.

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

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

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

Training programme e. g.:
- Warm-up
- S-bend technique
- Free practice session
- Various handling courses
- Handling course with video analysis
- Numerous assessment checks

Training vehicle:
- Audi S4 Avant

Training venue:
- Arvidsjaur

Duration:
- 3.5 training days incl. 4 overnight stays

Prerequisites:
- Finland experience, Sweden experience or active motorsport experience

Information:
- All dates, prices, general terms and conditions as well as contact details can be found starting on page 46.
Finland experience

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

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

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

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

Training programme e. g.:
• Braking in bends
• Sequences of bends
• S-bend technique
• Free practice session
• Various handling courses
• Various assessment checks

Training vehicle:
• Audi S5 Sportback

Training venue:
• Muonio

Duration:
• 2.5 training days incl. 3 overnight stays
• 4.5 training days incl. 5 overnight stays

Information:
• All dates, prices, general terms and conditions as well as contact details can be found starting on page 46
Finland pro exclusive experience

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

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

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

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

Training vehicle:
- Audi S5 Sportback

Training venue:
- Muonio

Duration:
- 3.5 training days incl. 4 overnight stays

Please note:
- Only one participant per training vehicle

Prerequisites:
- Finland experience, Sweden experience or active motorsport experience

Information:
- All dates, prices, general terms and conditions as well as contact details can be found starting on page 46
Aficionados of the Audi winter tours now have more to choose from as the Audi driving experience extends its line-up to include a Sweden Tour for the first time.

A route that is compact yet varied. This apparent contradiction becomes reality in the north of Sweden. The participants in the Sweden Tour can look forward to fun-packed days in Swedish Lapland. Guests travel by plane from Germany, before making their way in the powerful Audi SQ5 TFSI to the Hotel Dundret in Gällivare. More than ever, the sportiest model in the Q5 series embodies the emotional concept of an everyday SUV with the latest technology. Its turbocharged 3.0 TFSI engine provides powerful performance combined with even greater efficiency.

All the day excursions and events are designed around Gällivare as the central starting point. Dinner in the Top Cabin Fjällstugan is a treat for the taste buds. The cozy chalet with its modern, rustic style invites guests to unwind the day. A visit becomes an unforgettable experience in the Ice Hotel in Jukkasjärvi. In the building made of ice, situated 200 kilometres north of the Arctic Circle, temperatures plummet to between minus five and minus seven degrees Celsius. In the summer months, energy from solar cells helps cool the Ice Hotel, allowing it to remain open all year round. Following the return in the afternoon, the Audi SQ5 TDI shows its breathtaking abilities with taxi rides on an off-road course at the hotel.

The Aitik ore mine provides the spectacular backdrop on day three. Drive the Audi SQ5 TFSI to a depth of 450 metres into the open face of one of the largest copper mines in Europe, which also produces silver and gold.

Lunch in an authentic teepee on Lake Harrträsk is a real experience. After returning to the hotel, drifts as executed by rally professionals are on the agenda: the taxi rides on the glass-like ice course bring back motorsport memories of the legendary Audi quattro. On the next day, participants can put their skills to the test in the snow: a ride on the snow scooter brings the Sweden Tour to an end, before participants head home.

**Route:**
- Gällivare – Jukkasjärvi – Erzmine Aitik – Gällivare

**Vehicle:**
- Audi SQ5 TFSI

**Please note:**
- Please be aware that programme changes might occur!
- The demanding surface conditions make it advisable to first complete a driver training programme!

**Information:**
- All dates, prices, general terms and conditions as well as contact details can be found starting on page 46.

Audi Sweden tour

The figures for fuel consumption and CO₂ emissions can be found on page 48.
Audi North Cape tour

Set off on an exclusive trip to Scandinavia’s Arctic region and the North Cape. Endless expanses, snow-covered wilderness and absolute stillness are followed by majestic fjords, lined by cliff faces soaring over 1,000 metres high and crooked, jagged peaks. This panorama will take your breath away, as will your training vehicle – the new Audi SQ5 TFSI, whose performance characteristics speak for themselves.

For four days the participants cross the fascinating landscape in the north of Finland and Norway. In the Lapp village of Kilpisjärvi in the far north-west of the country, you will depart on a snow scooter expedition across frozen lakes and through snowy forests into Finland’s isolated snow desert.

After the first stage the group heads north-west to Tromsø. The Norwegian city is home to the world’s most northerly university and the Arctic Sea Cathedral. And on we go to Alta and on to Honningsvåg. This is the perfect precursor to the tour’s incredible highlight – your trip to the North Cape, a slate plateau jutting out of the Arctic Ocean on the Norwegian island of Magerøya.

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

After a moment’s peace, enjoy the idyllic scenery on your way back. The fifth and final day of the Audi North Cape Tour take you via Saariselkä in Finland back to the starting point in Kittilä.

Anyone that has driven with Audi to the Arctic Sea cannot fail to fall in love with this landscape.

Route:
• Kittilä – Ylläs – Kilpisjärvi – Tromsø – Alta – Honningsvåg – Nordkap – Saariselkä – Kittilä

Vehicle:
• Audi SQ5 TFSI

Please note:
• Please be aware that programme changes might occur
• The demanding surface conditions make it advisable to first complete a driver training programme!

Information:
• All dates, prices, general terms and conditions as well as contact details can be found starting on page 46

The figures for fuel consumption and CO₂ emissions can be found on page 48.
Would you like to take part in one of the Audi driving experience training or driving events but can’t find a date that suits you? Or maybe you want a trainer all to yourself? Then allow us to present our Audi individual experience.

This is your opportunity to enjoy an amazing experience with a personal touch. Whether you have already completed a driving training course or not, your “personal coach” will put together a training programme to suit you and your driving abilities.

Or book an Efficiency training course – in which we demonstrate how to maximise fuel economy without compromising the sense of driving pleasure and fun at the wheel. This driving course is of particular interest to companies with their own fleet of vehicles: your employees will receive professional training and, as a result, this event can bring about a permanent reduction in your running costs.

Naturally, you are also able to book our customised training programme as an incentive for your company or as an exclusive event for guests and friends. The expert support you will receive is a sure guarantee of success and, above all, fun at the wheel.

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

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

The figures for fuel consumption and CO₂ emissions can be found on page 48.
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 building 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? The Audi driving experience centre in Neuburg an der Donau offers a host of possibilities on a 30,000-square metre dynamic driving area, a handling course up to 2.2 kilometres long and an off-road area.

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

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

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

The figures for fuel consumption and CO₂ emissions can be found on page 48.
## Audi training experience

**Off-road training**

<table>
<thead>
<tr>
<th>Training vehicles</th>
<th>RB basic experience</th>
<th>RB basic experience</th>
<th>RB basic experience</th>
<th>RB basic experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audi Q7 e-tron quattro</td>
<td>Audi R8 V10 plus 5.2 FSI quattro</td>
<td>Audi R8 V10 plus 5.2 FSI quattro</td>
<td>Audi R8 V10 plus 5.2 FSI quattro</td>
<td>Audi R8 V10 plus 5.2 FSI quattro</td>
</tr>
<tr>
<td>Selected Q models</td>
<td>½ training day</td>
<td>½ training day</td>
<td>½ training day</td>
<td>1 training day</td>
</tr>
<tr>
<td>Neuburg a. d. Donau</td>
<td>24.03.2018 (in the morning)</td>
<td>16.03.2018</td>
<td>16.03.2018</td>
<td>10.03.2018</td>
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<tr>
<td>Seefeld</td>
<td>24.03.2018 (in the afternoon)</td>
<td></td>
<td>16.03.2018</td>
<td>24.03.2018</td>
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<tr>
<td>Saalbach</td>
<td></td>
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</tbody>
</table>

**Duration**

- ½ training day
- ½ training day (in the morning)
- ½ training day (in the afternoon)

**Dates**

- Neuburg a. d. Donau: 24.03.2018 (in the morning), 16.03.2018, 16.03.2018, 10.03.2018, 24.03.2018
- Seefeld: 24.03.2018 (in the afternoon), 16.03.2018
- Saalbach: [dates not specified]

**Price per person**

- € 255,–
- € 430,–
- € 460,–
- € 810,–

**Young drivers (up to age 25)**

- € 295,–

**Prerequisites**

- All prices are final prices (including statutory value added tax), accompanying person on request, for further information and bookings, please ring: +49 (0)841 – 89 3 29 00 or email to: drive@audi.de
- The figures for fuel consumption and CO₂ emissions can be found on page 48.

### Notes

- If not otherwise stated, the vehicles shall generally be occupied at the events by 2 persons per vehicle.
- All prices are final prices (including statutory value added tax), accompanying person on request, for further information and bookings, please ring: +49 (0)841 - 89 3 29 00 or email to: drive@audi.de
- The figures for fuel consumption and CO₂ emissions can be found on page 48.
### Audi tour experience

#### Vehicle
- **Audi Sweden tour**
- **Audi North Cape tour**
- **Audi SQ5 TFSI**
- **Audi SQ5 TFSI**

#### Duration
- **4 days**
- **5 days**

#### Route
- **Gällivare – Jukkasjärvi – Abisko ore mine – Gällivare**
- **Kittilä – Ylläs – Kilpisjärvi – Alta – Honningsvåg – Nordkapp – Saariselkä – Kittilä**

#### Dates
- **06.02. – 09.02.2018**
- **03.03. – 07.03.2018**
- **08.03. – 12.03.2018**
- **20.03. – 25.03.2018**

#### Departure airports
- Berlin, Düsseldorf, Frankfurt, Hamburg, Munich
- Berlin, Düsseldorf, Frankfurt, Hamburg, Munich

#### Price per person
- **€ 3.000,-**
- **€ 3.980,-**

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#### Fuel consumption/emissions figures:
- **Audi SQ5 TFSI**
  - Fuel consumption in l/100 km: urban 9,9 – 9,8; extra-urban 6,1 – 5,9; combined 7,5 – 7,3;
  - CO₂ emissions in g/km: combined 170 – 166; Efficiency rating: C/EU6

### Audi ice experience

#### Vehicle
- **Audi S5 Sportback**
- **Audi SQ5 TFSI**
- **Audi R8 V10 plus Coupé**

#### Duration
- **2.5 training days**
- **4.5 training days**

#### Route
- **Gällivare – Jukkarsjärvi – Aitik ore mine – Gällivare**

#### Dates
- **06.02. – 09.02.2018**
- **27.02. – 02.03.2018**
- **14.02. – 17.02.2018**
- **08.03. – 12.03.2018**
- **18.03. – 22.03.2018**

#### Departure airports
- Berlin, Düsseldorf, Frankfurt, Hamburg, Munich
- Berlin, Düsseldorf, Frankfurt, Hamburg, Munich

#### Price per person
- **€ 3.630,-**
- **€ 4.770,-**

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

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

1 All Audi tour experience prices are final prices and are net with 0% VAT (Special arrangements apply to travel agencies).
2 Only active participation possible

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Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the "Guide to the fuel consumption, CO₂ emissions and electricity consumption of new passenger cars" available free of charge from all sales outlets and DAT Deutsche Automobil Treuhand GmbH, Heilmuth-Hirth-Strasse 1, D-73760 Ostfildern-Scharnhausen, Germany (www.dat.de).
Event information

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

You will find the answers to frequently asked questions here:

- When booking, a separate registration form is required for each participant.
- For the events that are part of the Audi tour experience, vehicles are covered by full 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.
- The demanding surface conditions make it advisable to first complete a driver training programme before attempting the Audi North Cape Tour or the Audi Sweden Tour!
- Fuel costs and meals are included in the price; as are accommodation costs for events lasting more than one day.
- The prices for our training events in Scandinavia include the cost of the flight from the listed airports with our authorised partners (economy class).
- We would like to point out that accommodation and meals can be arranged for accompanying persons on request, but they will not be able to actively participate in the events and no special programme will be organised for them. Audi tour experience events, where only active participation is possible, are the exception to this.
- Minors may only attend events if another accompanying person, who is not actively taking part in the event, assumes responsibility for their supervision.
- Vouchers can be ordered by contacting us as indicated below.
- Please note that participants will have to make their own arrangements for any additional accommodation required. We would be pleased to provide you with contact details of the relevant hotel.
- The participant documentation will be sent to you by postal service around four weeks prior to the training date. Should you have any other questions or require further information, our team will be pleased to assist you.

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

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

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

Registration

Please complete the form in print and either send it by e-mail to drive@audi.de, or by fax to +49 (0) 841/89-84 3 29 00 or by post to: AUDI AG • Audi driving experience • 85045 Ingolstadt
(For non-European residents, please contact our service department in your respective country.)

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

Event*
Venue/Date*
Departure airport
Invoicing address
(if different from participant)
Company
Address
Telephone contact
Tax ID no.

I have read and understood the General Terms & Conditions (pages 52 and 53) and accept them.
By signing this form, I agree to assume responsibility both for the contractual obligations of the participants I have registered and for my own. The contract based on this booking will only come into being once the booking confirmation has been sent and received. Until that point, no contract exists between me and AUDI AG.

Place, date
Name (in block capitals)
Signature of invoice recipient
Schedule and information about the journey send to:
Participant
Invoice recipient

I have read and understood the General Terms & Conditions (pages 52 and 53) and accept them.
By signing this form, I agree to assume responsibility both for the contractual obligations of the participants I have registered and for my own. The contract based on this booking will only come into being once the booking confirmation has been sent and received. Until that point, no contract exists between me and AUDI AG.

Place, date
Name (in block capitals)
Signature, participant*

Payment possibilities

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

Redeeming a voucher
If the chosen training course is more expensive than the value of the voucher, you will be invoiced for the difference.

Declaration of consent under data protection law:
So that we can provide you with the best possible service in future and send you information about new products and services, we require your consent.

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

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

Place, date
Signature
General terms and conditions of AUDI AG for the driver training and experience events of Audi driving experience

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

§ 1 Registration
1. Registration is binding within the scope of legal provisions (§§ 145 to 147 German Civil Code (BGB)). In sending the reservation form (Registration), the Registrant offers the Organiser a binding conclusion of the Agreement. The Agreement is effective upon Registrant’s receipt of the Organiser’s written reservation confirmation.

2. In case of the written registration confirmation differ from that in the registration, the Organiser shall expressly inform the Registrant thereof in the reservation confirmation. The Organiser is bound for a period of 10 days. The Agreement shall become effective based on this new offer, should the Registrant accept the Organiser’s offer within 10 days.

3. The remittance of the event documents is obligated to immediately review the documents received for correctness (name, event date, place of event, etc.) and to notify immediately in the case of error.

4. The remittance of the event documents is to promptly inform the Organiser if it has not received the event documents from the Organiser, at the latest five days prior to the start of the event or departure.

5. The confirmed event date is binding.

§ 2 Organisation/Conditions for Implementation
1. Participants registered as drivers must have a valid driving license for the operation of passenger vehicles at the time of the event. The driver agrees to allow the Organiser to inspect his driving license prior to the start of the event. Generally, the minimum age is 18 years for participation in the events offered. The aforementioned minimum age can differ in seminars that are explicitly designated as such. For trips on public roads, the Participant must be at least 23 years of age at the time of the event. Should the driver fail to meet the conditions for participants at the time of the event, the Organiser shall be entitled to cancel the Agreement. In this case § 9.1 Para. 1 of these General Terms and Conditions shall accordingly apply.

2. The vehicles in the scope of the events shall generally be occupied at the events by 2 persons per vehicle. Nearly equivalent vehicle. If not otherwise stated, the vehicles shall generally be provided by the Organiser. There is no claim to a specific vehicle. The confirmation of a Nearly equivalent vehicle. If not otherwise stated, the vehicles shall generally be provided by the Organiser. There is no claim to a specific vehicle. The confirmation of a Nearly equivalent vehicle. If not otherwise stated, the vehicles shall generally be provided by the Organiser. There is no claim to a specific vehicle. The confirmation of a vehicle, the Organiser reserves the right to offer the Registrant complimentary reblocking or a rejection free of charge.

§ 5 Registrant’s Liability
1. The Registrant shall take out adequate insurance to cover the risk of accident for participants arising within the scope of the events (coverage for death and disability). The insurance includes in the registration fee.

2. The event of intentional or grossly negligent conduct of the Registrant or Participant shall be time-barred in three years. The event of intentional or grossly negligent conduct of the Registrant or Participant shall be time-barred in three years.

§ 6 Liability
1. The Registrant, its legal representatives and vicarious agents are liable for all damages and/or losses caused to the Organiser or its representatives caused intentionally by or through the gross negligence of the Registrant, its legal representatives or vicarious agents. The limit of liability does not apply to damages the participant arising from injury to life, body, or health. The limit of liability does not apply to damages the participant arising from injury to life, body, or health.

2. Deviating from § 6 Para. 1 the contractual liability of the Organiser for events offered in accordance with § 653 of the German Civil Code (BGB) (travelling) for compensation for non-bodily injuries, limited in total to three times the amount of the event price as the damage caused is not limited. Further claims arising from an injury to life, limb or health or to other 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 pre-event prices already paid. Apart from this, event prices already paid shall be refunded to the Registrant.

§ 7 Rescission by the Registrant
1. The Registrant can terminate without notice following the start of the event if the execution of the event is severely interrupted by the participant or if the event price is already paid in advance. The Organiser shall be entitled to offer the Registrant complimentary reblocking or a rejection free of charge.

2. The Organiser is 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 pre-event prices already paid. Apart from this, event prices already paid shall be refunded to the Registrant.

§ 8 Termination, Withdrawal of the Organiser
1. The Organiser can terminate without notice following the start of the event if the execution of the event is severely interrupted by the participant or if the event price is already paid in advance. The Organiser shall be entitled to offer the Registrant complimentary reblocking or a rejection free of charge.

2. Should the Rescission be effective on the date of the event, the Organiser shall offer the Registrant complimentary reblocking or a rejection free of charge.

3. § 10 Exceptional Circumstances

1. § 6 Liability

2. § 7 Rescission by the Registrant

3. § 8 Termination, Withdrawal of the Organiser

4. § 9 Exceptional Circumstances

5. § 10 Exceptional Circumstances

6. § 11 Miscellaneous

7. § 12 Severability

8. § 13 Written Form

9. § 14 Venue/Admissible law

10. § 15 Information according to Section 36 of the Consumer Dispute Resolution Act (VSBG)

11. § 16 General Terms and Conditions of AUDI AG (Status as of January 2017)

Audi driving experience

1. The Participant is responsible for ensuring that the Participant has read and understands the terms and conditions of this Agreement.

2. The Participant shall have within a month after the event date provided by the contract to assert claims to the Organiser, AUDI AG, 80455 (München), for failure to provide services contractually agreed upon. After the deadline, the Participant can only make valid claims if it was prevented from meeting the deadline by no fault of its own.

3. The travelarranter’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 travelarranter’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 Registrant rejects in writing the claims made valid by the Participant. Claims stemming from tortious liability shall be time-barred in three years.

4. § 15 Information according to Section 36 of the Consumer Dispute Resolution Act (VSBG)

5. § 16 General Terms and Conditions of AUDI AG (Status as of January 2017)
When the eventful winter season has finished, course participants can look forward to another exciting programme in summer 2018. Whether you’re an Audi owner or a fan of the brand, the wide range of courses is available to everyone.

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

Participants who feel at home on the racetrack learn a new dimension of speed and experience the fascination of motor racing and the many different forms of motorsport with the Audi Sport experience.

Up-to-date information and details on the driving experience in all its diversity will be found in the summer catalogue, to be published in early 2018. All the information is also available online at www.audi.com/driving.