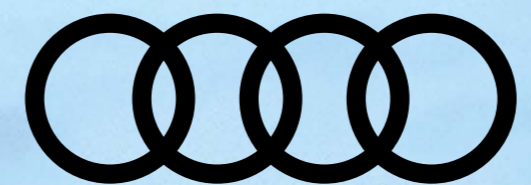


Audi driving experience



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

or by contacting

AUDI AG
Audi driving experience
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Partner of Audi driving experience



Winter programme 2019

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Audi driving experience

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

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



POWER IS NOTHING WITHOUT CONTROL

Start

Let the 2019 winter season begin

Audi driving experience bids you a warm welcome to the 2019 winter season! Awe-inspiring landscapes, specially prepared training grounds, a professional and motivated team and last but not least, the **most powerful model range** by far await you at each of our many events. Born in motorsport, tested under the most extreme conditions – this is what the **high-performance RS models from Audi Sport** are all about.

Find out the fascination of Audi driving experience! Sense the exhilaration of dynamism and passion. Feel the beat of the brand's pulse.

Find out more and read up on the world of Audi driving experience with an interesting report on the training vehicles - the **Audi RS 5** and the **Audi RS 4 Avant** of Audi Sport GmbH. Another fascinating feature is the story of the **Audi e-tron Vision Gran Turismo**.

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 **new Audi Q8 50 TDI quattro** the **Audi tour experience** provides you with wintry terrain in a breath-taking setting north of the Arctic Circle. The **Audi North Cape tour** leads once again through Finland and Norway and up to the North Cape – the northernmost point in Europe that is accessible by car.

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.**



Sporty symbiosis

Audi driving experience and Audi Sport

Participants in the Audi driving experience winter programme can look forward to the ultimate in driving dynamics from January 2019. In the wide range of driving courses on ice, snow and asphalt, customers can experience the sportiest vehicles from Audi Sport GmbH: the Audi RS 4 Avant, the Audi RS 5 Coupé and the Audi R8 Coupé V10 plus. These are three of the most powerful high-performance models that Audi Sport has tested under the most extreme conditions and taken to series maturity. Findings and developments in the world of motorsport can be found in the production models. All three models feature quattro permanent all-wheel drive and share the same sporty DNA.

Originally established in 1983 as quattro GmbH, Audi Sport GmbH is a wholly owned subsidiary of AUDI AG. Its work is based on four business areas: high-performance models, Audi Sport customer racing, customisation with the Audi exclusive programme and the Audi collection. The R and RS models combine maximum prestige with everyday usability and outstanding performance. Entry into the world of Audi Sport begins with the Audi RS 3 Sportback, while the R8 series represents the pinnacle with the fastest models the brand has ever built.



Michael-Julius Renz

“With the Audi Sport R and RS models, Audi driving experience is offering our customers maximum driving dynamics”, says Michael-Julius Renz, CEO of Audi Sport GmbH. “It’s particularly exciting to experience these powerful cars in the extreme conditions of the winter training events and to recognise the large safety margins.”

Presented in 2017, the Audi RS 4 Avant is the brand’s RS icon. It is the fourth generation of the model series which was launched in 1999.

The second edition of the Audi RS 5 Coupé was introduced in 2017 and combines elegant aesthetics with excellent everyday usability. Both models are powered by a biturbo V6 engine. The 2.9 TFSI powerplant produces 331 kW (450 hp) and generates 600 Nm of torque.

Both RS models are provided for the ice training programmes in Scandinavia as well as at Seefeld and Saalbach. “A unique experience is guaranteed not only by the very different engine characteristics, but also by the specially adapted transmission for these models in conjunction with quattro all-wheel drive,” explains Michael-Julius Renz. “A more spontaneous throttle response, significantly more torque and shorter ratios give drivers an even more harmonious driving experience at higher speeds.” The transmission offers a real plus in terms of driving dynamics, especially in manual mode, as it prevents automatic upshifts and downshifts. On the ice course, the models deliver an exceptional action-packed experience.

The dynamic spearhead is the Audi R8 Coupé V10 plus. The second generation of the high-performance race car guarantees breathtaking performance. Its 5.2 litre V10 engine produces 449 kW (610 hp) and propels the car up to 330 km/h. In the winter programme, the top model is at the ready for Audi driving experience customers in Neuburg an der Donau. “In this segment, we are one of the last manufacturers to use a naturally aspirated engine with an evocative sound and high-revving ability”, says Renz. “The drive select programme enables drivers to adjust various components according to their personal requirements. In performance mode, the system finds the optimum symbiosis of traction, handling and track conditions, taking into account dry or wet roads.” Neuburg provides the ideal setting to test this.

The Audi R8 Coupé V10 plus also features quattro permanent all-wheel drive. The seven-speed S tronic dual-clutch transmission transfers the power to the wheels, while an electro-hydraulic multi-plate clutch can distribute torque freely between the axles. This provides the best possible traction at all times. Whichever model the participants experience: driving on snow and ice has never been as exhilarating as in winter 2019.

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.

From the PlayStation to the race track

Audi e-tron Vision Gran Turismo

Turning electric mobility into a tangible experience in a unique way: this was the task put before a team from Audi's Technical Development in June 2017, with a focus on "innovation vehicles". Originally developed exclusively for virtual races on Sony PlayStation 4, an Audi GT race car was the starting point for this project. The end result in April 2018: the all-electric concept car, the "Audi e-tron Vision Gran Turismo", a fully functional, real-world car, which was used as a race taxi at the Formula E championship events in Europe. With cutting-edge technology and a futuristic design, Audi has turned a virtual car into a real one within the space of ten months.

The Audi e-tron Vision Gran Turismo serves several purposes: for one, the brand with the four rings uses it to showcase its capabilities in electric mobility – specifically the expertise gained in the Formula E racing series. In addition, this forward-looking racing car makes it possible to experience the hot topic of electric mobility in an unprecedented way, demonstrating that Audi is also shaping the electric mobility of the future in a sporty, emotive and fascinating style.

As passengers in the Audi e-tron Vision Gran Turismo, Audi's customers and guests get to experience this first hand. Firstly, on the sidelines of European Formula E races: in Rome, Paris, Berlin and Zurich. Following the season finale in mid-July 2018, when the Team Audi Sport ABT Schaeffler won the team title in the world's first all-electric racing series for the first time, the Audi e-tron Vision GT will be deployed at selected automotive events around the globe. What's more, it has instantly become the new favourite of fans everywhere.

"Incredible!" This is always the initial reaction of any passenger riding in the Audi e-tron Vision Gran Turismo. "The people we chauffeur around are particularly surprised by the immediate, extremely high acceleration and the barely audible motor sound," says Dindo Capello. The former Audi factory driver from Italy and the Swiss ex-DTM driver Rahel Frey provide customers and guests with a live, real-world experience of electric mobility on the track in Audi's first all-electric race taxi. For the electric-car chauffeurs, it's



an experience that keeps electrifying them, too. "I'm used to powerful cars but this one I feel is very, very impressive", says Dindo Capello. The Audi driver with a licence for electric driving on the track adds: "The beaming faces after every taxi ride prove that we've achieved our goal: with this automotive concept for the future, Audi evokes truly unique feelings."

The sprint from 0 to 100 km/h in the Audi e-tron Vision Gran Turismo takes just 2.5 seconds - on a level with Formula 1. After 5.2 seconds, the electric GT race car passes the 200 km/h mark. Three electric motors, each delivering 200 kW, make this possible. One sits on the front axle and two are located at the rear axle. They generate a system output of 600 kW, which corresponds to 815 hp. The maximum torque is 1,000 Newton metres.

The triple electric power output is transmitted to all four wheels. Audi's permanent, fully electric e-tron quattro all-wheel drive operates with variable torque distribution. The body is a high-strength

tubular space frame and carbon fibre combination. The two-seater electric coupé has two doors.

When designing this futuristic concept, the Audi developers did not have to conform to a production model or a set of racing regulations. However, sportiness, a powerful structure and clarity were important: this unmistakable spirit exuded by every Audi had to be embodied by the Audi e-tron Vision Gran Turismo as well. So, the exciting look of the 1989 Audi 90 quattro IMSA GTO provided the cues for further development.

Numerous elements of Audi's new design language can be found in the e-tron Vision Grand Turismo. For example, the inverted Singleframe in the body colour clearly echoes the traditional radiator grille and will be a striking feature of Audi's new e-tron models. In short: with its e-tron Vision Gran Turismo concept car, Audi has produced an impressive trailblazer in terms of shape and colour for an extremely dynamic and progressive GT race car in the future.



The team

Dedicated and passionate

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

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

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



The training vehicles

Experience “Vorsprung durch Technik”

In the 2019 winter season you can expect to find an attractive vehicle fleet.

For our Audi training experience, the **Audi A8 50 TDI quattro**, the **Audi RS 5**, the **Audi R8 V10 plus Coupé** and the **new Audi Q8 50 TDI quattro**, all of which impress with excellent performance capabilities, are at your disposal. The **Audi RS 4 Avant** is used for the Audi ice experience training events in Scandinavia.

The high-torque engines and the quattro drive add up to an experience packed with high tech in dynamic training vehicles.

For the Audi tour experience, you will drive the **new Audi Q8 50 TDI quattro** as part of our driver experience. The generation of this vehicle comes with a fascinating drive system, suspension, assistance systems, infotainment and connectivity with innovative technology.

Impressive driving dynamics and pioneering technology together with exclusive design and equipment features charter Audi’s “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 RS 4 Avant

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



Audi RS 5 Coupé

Engine type: V6 petrol engine > **Drive type:** quattro
Transmission type: 8-speed tiptronic > **Displacement:** 2.894 cc
Max. power output: 331 kW (450 hp) > **Max. torque:** 600 Nm
Top speed: 250 km/h > **0-100 km/h:** 3,9 s



Audi A4 Avant 2.0 TFSI quattro

Engine type: 4-cylinder petrol engine > **Drive type:** quattro
Transmission type: 7-speed S tronic > **Displacement:** 1.984 cc
Max. power output: 185 kW (252 hp) > **Max. torque:** 370 Nm
Top speed: 250 km/h > **0-100 km/h:** 6,0 s



Audi Q8 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: 245 km/h > **0-100 km/h:** 6,3 s



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 plus

Engine type: V10 petrol engine > **Drive type:** quattro
Transmission type: 7-speed S tronic > **Displacement:** 5204 cc
Max. power output: 449 kW (610 hp) > **Max. torque:** 560 Nm
Top speed: 330 km/h > **0-100 km/h:** 3,2 s

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 2019:

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 North Cape tour**
Kittilä – Muonio – 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 Q8 50 TDI 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, shows you how extreme situations can be safely mastered

in an Audi off-road model. Driving through near-impassable terrain is simulated by a drive on rutted tracks.

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

Training programme e. g.

- ▶ Driving on rutted tracks
- ▶ "See-saw"
- ▶ Driving on slope
- ▶ Steep hill climb
- ▶ Hill descent
- ▶ Driving through water
- ▶ Halfpipe

Training vehicles

- ▶ Audi Q8 50 TDI quattro
- ▶ Further Q models

Training venue

- ▶ Neuburg an der Donau

Duration

- ▶ ½ training day

Information

- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 40



R8 basic experience

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

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

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

Training programme e. g.	<ul style="list-style-type: none"> ▶ Warm-up slalom ▶ Understeer ▶ Cornering technique ▶ Guided driving on handling course
Training vehicle	▶ Audi R8 Coupé V10 plus
Training venue	▶ Neuburg an der Donau
Duration	<ul style="list-style-type: none"> ▶ ½ training day ▶ 1 training day
Please note	<ul style="list-style-type: none"> ▶ Driving training programme designed for beginners ▶ 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 and contact details can be found starting on page 40

R8 exclusive experience

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

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

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

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

Training programme e. g.	<ul style="list-style-type: none"> ▶ Warm-up slalom ▶ Cornering technique ▶ Guided driving on handling course
Training vehicle	▶ Audi R8 Coupé V10 plus
Training venue	▶ Neuburg an der Donau
Duration	▶ ½ training day
Please note	<ul style="list-style-type: none"> ▶ Maximum two participants ▶ One Audi R8 V10 plus Coupé for each participant ▶ Maximum two training groups ▶ Due to weather conditions there might be cancellations
Information	▶ All dates, prices, general terms and conditions and contact details can be found starting on page 40



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.	<ul style="list-style-type: none"> ▶ Steering slalom ▶ Understeer/oversteer ▶ ABS emergency braking ▶ Evasive manoeuvres ▶ Handling course
Training vehicles	<ul style="list-style-type: none"> ▶ Audi RS 5 Coupé (Seefeld, Saalbach) ▶ Audi A8 50 TDI quattro (Seefeld) ▶ Audi A4 Avant 2.0 TFSI quattro (Neuburg an der Donau)
Training venues	<ul style="list-style-type: none"> ▶ Seefeld ▶ Saalbach ▶ Neuburg an der Donau (irrigated dynamic area)
Duration	<ul style="list-style-type: none"> ▶ 1 training day ▶ 1 training day incl. 1 overnight stay
Information	<ul style="list-style-type: none"> ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 40

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.

This year, following requests from customers, we are also offering in Saalbach an intensive two-day version of our drift training course. After learning the basics of drifting, you can expect more specific and challenging training modules on day two in order to further optimise your timing and feel for the right drift.

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

Training programme e. g.	<ul style="list-style-type: none"> ▶ Powerslide ▶ Cornering/drift techniques ▶ Zigzag cone slalom ▶ Final handling course
Training vehicle	<ul style="list-style-type: none"> ▶ Audi RS 5 Coupé
Training venues	<ul style="list-style-type: none"> ▶ Seefeld ▶ Saalbach
Duration	<ul style="list-style-type: none"> ▶ 1 training day ▶ 1 training day incl. 1 overnight stay
Training venue	<ul style="list-style-type: none"> ▶ Saalbach
Duration	<ul style="list-style-type: none"> ▶ 2 training days incl. 2 overnight stays
Information	<ul style="list-style-type: none"> ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 40



Advanced and drift training

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

You will start to reap the benefits of your improved driving technique 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 practise controlling it in such situations.

Training programme e. g.

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

Training vehicle ▶ Audi RS 5 Coupé

Training venues ▶ Seefeld
▶ Saalbach

Duration ▶ 2 training days incl. 2 overnight stays

Information ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 40



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 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
- ▶ Time trials

Training vehicle

- ▶ Audi RS 5 Coupé

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 and contact details can be found starting on page 40



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 50 TDI quattro

Training venue ▶ Seefeld

Duration ▶ 2 training days incl. 2 overnight stays

Information ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 40

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 50 TDI quattro

Training venue ▶ Seefeld

Duration ▶ 1 training day incl. 2 overnight stays

Information ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 40



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 50 TDI quattro

Training venue ▶ Seefeld

Duration ▶ 2 training days incl. 2 overnight stays

Prerequisites ▶ Executive driver training recommended

Information ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 40

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 – with your training vehicle, the high-performance Audi RS 4 Avant.

Your hotel Skogen Hotell Arvidsjaur (formerly Clarion Collection) is a lovingly restored traditional Swedish house from the 1800s with stylish, modern rooms and is located right in the heart of Arvidsjaur. The central location makes it ideal for taking a leisurely stroll through the tranquil town. You will enjoy dinner in a relaxed atmosphere in the main building of the hotel complex.

Immerse yourself in the impressive nature of the Swedish winter world. 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 RS 4 Avant

Training venue ▶ Arvidsjaur

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

Information ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 40



Finland experience

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

Steer, countersteer, stabilise, and drift on sheet ice. During our experience training in Finland, our instructors will present a completely new dimension to driving. The accelerator, brake, steering angle and line of sight must always coordinate with one another perfectly when a car is driven to its limits. Circuits up to seven kilometres in length lead you out over a frozen lake.

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

Your driving style will become increasingly assured and you will learn to deploy the phenomenal capabilities of quattro drive of the Audi RS 4 Avant to ever greater effect on the icy surface. A timed lap calls on you to muster up all of your driving expertise and concentrate fully on the task in hand.

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 that is overwhelming in its simplicity and in the evening enjoy local specialities in a rustic atmosphere.

Welcome to Finland!

Training programme e. g.

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

Training vehicle ▶ Audi RS 4 Avant

Training venue ▶ Muonio

Duration

- ▶ 2,5 training days incl. 3 overnight stays
- ▶ 4,5 training days incl. 5 overnight stays

Information

- ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 40



Finland pro exclusive experience

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

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

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

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

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

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 RS 4 Avant

Training venue ▶ Muonio

Duration: ▶ 3,5 training days incl. 4 overnight stays

Please note: ▶ Only one participant per training vehicle

Prerequisites ▶ Finland experience, Sweden experience or active motorsport experience

Information ▶ All dates, prices, general terms and conditions and contact details can be found starting on page 40





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 Q8 50 TDI quattro, 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 driving experience to the Arctic Sea cannot fail to fall in love with this landscape.

Route ▶ Kittilä – Muonio – Kilpisjärvi – Tromsø – Alta – Honningsvåg – Nordkap – Saariselkä – Kittilä

Vehicle ▶ Audi Q8 50 TDI quattro

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 and contact details can be found starting on page 40



Audi individual experience

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

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

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

Naturally, you are also able to book our customised training programme as an incentive for your company or as an exclusive

event for guests and friends. The expert support you will receive is a sure guarantee of success and, above all, fun at the wheel.

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

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





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 Coupé V10 plus up close. Various driving exercises on the dynamic area push participants to the physical limits of performance.

Another highlight is the guided driving event on the handling course, where your conference guests can put their newly acquired skills into practice. High-speed rides in the Audi R8 Coupé V10 plus or breathtaking tilts in the Audi Q8 50 TDI quattro on the off-road course give your guests another view of the world – as a passenger with one of our instructors. In a rescue simulator, you can also practise being rescued from an overturned car. The in-house restaurant, with a terrace offering a panoramic view of the entire site, provides the welcome refreshments.

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



Audi training experience

	Off-road training	R8 basic experience	R8 basic experience	R8 exclusive experience
Training vehicles	Audi Q8 50 TDI quattro Further Q models	Audi R8 Coupé V10 plus	Audi R8 Coupé V10 plus	Audi R8 Coupé V10 plus
Duration	½ training day	½ training day	1 training day	½ training day
Dates Neuburg a. d. Donau	16.03.2019 (in the morning) 16.03.2019 (in the afternoon)	22.03.2019 (in the morning) 22.03.2019 (in the afternoon)	09.03.2019 23.03.2019	30.03.2019
Dates Seefeld				
Dates Saalbach				
Price per person	€ 255,-	€ 430,- (in the morning) € 460,- (in the afternoon)	€ 810,-	€ 1.300,- (1 participant) € 1.800,- (2 participants)
Young drivers (up to age 25)				
Please note				two training groups possible
Brochure page	14	16	16	17

Audi training experience

	Drift training	Drift training	Drift training
Training vehicle	Audi RS 5 Coupé	Audi RS 5 Coupé	Audi RS 5 Coupé
Duration	1 training day	1 training day Arrival previous evening incl. 1 overnight stay	2 training days Arrival previous evening incl. 2 overnight stays
Prerequisites			
Dates Seefeld	31.01.2019 10.02.2019	08.02. - 09.02.2019	
Dates Saalbach	15.01.2019 16.01.2019 15.02.2019	01.02. - 02.02.2019 12.02. - 13.02.2019 17.02. - 18.02.2019	26.01. - 28.01.2019
Price per person	€ 575,-	€ 780,-	€ 1.420,-
Brochure page	19	19	19

Audi training experience

Advanced training	Advanced training	Advanced training	Advanced training
Audi A4 Avant 2.0 TFSI quattro	Audi RS 5 Coupé	Audi RS 5 Coupé	Audi A8 50 TDI quattro
1 training day (irrigated dynamic area)	1 training day	1 training day Arrival previous evening incl. 1 overnight stay	1 training day
16.03.2019 23.03.2019 30.03.2019	12.01.2019 13.01.2019 23.02.2019	31.01. - 01.02.2019	17.02.2019
	13.01.2019 14.02.2019 19.02.2019	07.02. - 08.02.2019	
€ 470,-	€ 510,-	€ 710,-	€ 510,-
€ 295,-	€ 295,-		
18	18	18	18

Audi training experience

Advanced and drift training	Ice challenge
Audi RS 5 Coupé	Audi RS 5 Coupé
2 training days Arrival previous evening incl. 2 overnight stays	1 training day Arrival previous evening incl. 1 overnight stay
	Finland experience, Sweden experience or Drift training
01.02. - 03.02.2019 15.02. - 17.02.2019	
16.01. - 18.01.2019, 24.01. - 26.01.2019 28.01. - 30.01.2019, 03.02. - 05.02.2019 05.02. - 07.02.2019, 10.02. - 12.02.2019 15.02. - 17.02.2019	02.02. - 03.02.2019
€ 1.380,-	€ 820,-
20	22

Audi training experience

	Executive driver training	Executive driver compact	Executive driver training pro
Training vehicle	Audi A8 50 TDI quattro	Audi A8 50 TDI quattro	Audi A8 50 TDI quattro
Duration	2 training days Arrival previous evening incl. 2 overnight stays	1 training day Arrival previous evening incl. 2 overnight stays	2 training days Arrival previous evening incl. 2 overnight stays
Prerequisites			Executive driver training recommended
Dates Seefeld	12.01. – 14.01.2019 31.01. – 02.02.2019 07.02. – 09.02.2019	14.02. – 16.02.2019	10.01. – 12.01.2019 18.01. – 20.01.2019 26.01. – 28.01.2019 19.02. – 21.02.2019
Price per person	€ 1.560,-	€ 1.000,-	€ 1.620,-
Brochure page	25	25	26

Audi tour experience

	Audi North Cape tour
Vehicle	Audi Q8 50 TDI quattro
Duration	5 days incl. 4 overnight stays
Route	Kittilä – Muonio – Kilpisjärvi – Tromsø – Alta – Honningsvåg – Nordkap – Saariselkä – Kittilä
Dates	22.03. – 26.03.2019 27.03. – 31.03.2019
Departure airports	Berlin, Düsseldorf, Frankfurt, Hamburg, Munich
Price per person	€ 4.000,-^{1,2}
Brochure page	34

Fuel consumption/emissions figures:

Audi RS 4 Avant	▶ Fuel consumption in l/100 km: urban 11,5; extra-urban 7,2; combined 6,6 – 6,5; CO ₂ emissions in g/km: combined 199; Efficiency rating: E/EU6
Audi RS 5 Coupé	▶ Fuel consumption in l/100 km: urban 11,5; extra-urban 7,1; combined 8,7; CO ₂ emissions in g/km: combined 197; Efficiency rating: E/EU6
Audi A4 Avant 2.0 TFSI quattro	▶ Fuel consumption in l/100 km: urban 8,0 – 7,9; extra-urban 5,8 – 5,6; combined 8,8; CO ₂ emissions in g/km: combined 150 – 146; Efficiency rating: C – B/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 ₂ emissions in g/km: combined 152 – 145; Efficiency rating: A/EU6
Audi Q8 50 TDI quattro	▶ Fuel consumption in l/100 km: urban 7,0; extra-urban 6,4; combined 6,6; CO ₂ emissions in g/km: combined 172; Efficiency rating: B/EU6
Audi R8 Coupé V10 plus	▶ Fuel consumption in l/100 km: urban 19,6; extra-urban 9,8; combined 13,4; CO ₂ emissions in g/km: combined 306; Efficiency rating: G/EU6
Audi R8 Spyder V10 plus	▶ Fuel consumption in l/100 km: urban 19,8; extra-urban 9,9; combined 13,6; CO ₂ emissions in g/km: combined 309 – 290; Efficiency rating: G/EU6

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, Hellmuth-Hirth-Strasse 1, D-73760 Ostfildern-Schornhausen, Germany (www.dat.de).

Audi ice experience

	Sweden experience	Finland experience
Training vehicle	Audi RS 4 Avant	Audi RS 4 Avant
Duration	2,5 training days incl. 3 overnight stays	2,5 training days incl. 3 overnight stays
Dates Arvidsjaur	18.01. – 21.01.2019 25.01. – 28.01.2019 08.02. – 11.02.2019 22.02. – 25.02.2019	
Dates Muonio		29.01. – 01.02.2019 01.03. – 04.03.2019
Departure airports	Frankfurt-Hahn, Hanover, Munich, Stuttgart	Berlin, Düsseldorf, Frankfurt, Hamburg, Munich
Price per person	€ 3.650,-	€ 3.700,-
Brochure page	28	30

Audi ice experience

	Finland experience	Finland pro exclusive experience
Training vehicle	Audi RS 4 Avant	Audi RS 4 Avant
Duration	4,5 training days incl. 5 overnight stays	3,5 training days incl. 4 overnight stays
Prerequisites		Finland experience, Sweden experience or active motorsport experience
Dates Muonio	17.01. – 22.01.2019 14.02. – 19.02.2019 06.03. – 11.03.2019 21.03. – 26.03.2019	22.01. – 26.01.2019 04.02. – 08.02.2019
Departure airports	Berlin, Düsseldorf, Frankfurt, Hamburg, Munich	Berlin, Düsseldorf, Frankfurt, Hamburg, Munich
Price per person	€ 4.860,-	€ 5.990,-
Brochure page	30	32

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.

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

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 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.
- ▶ **The demanding surface conditions make it advisable to first complete a driver training programme before attempting the Audi North Cape 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 48 and 49. Additional registration forms can be requested at any time by calling us on the above telephone number or by visiting our website.



Registration

Please complete the form in print and either send it by e-mail to drive@audi.de, by fax to +49 (0) 841/89-84 3 29 00 or by post to: AUDI AG ▶ Audi driving experience ▶ 85045 Ingolstadt
 (Please complete an application for each individual participant. All fields with * must be filled out to ensure processing can be done properly)

Event*

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

I have read and understood the General Terms & Conditions (pages 48 and 49) 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.

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)

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, by fax: +49 (0) 841 – 89 84 3 29 00

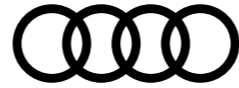
I hereby consent to AUDI AG, Auto-Union-Strasse 1, 85045 Ingolstadt ("Audi") processing my contact details (including name, email address, postal address) for the purpose of regularly contacting me and sending me information from Audi driving experience as well as contacting me via the following selected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

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, By fax: +49 (0) 841 - 89 84 3 29 00

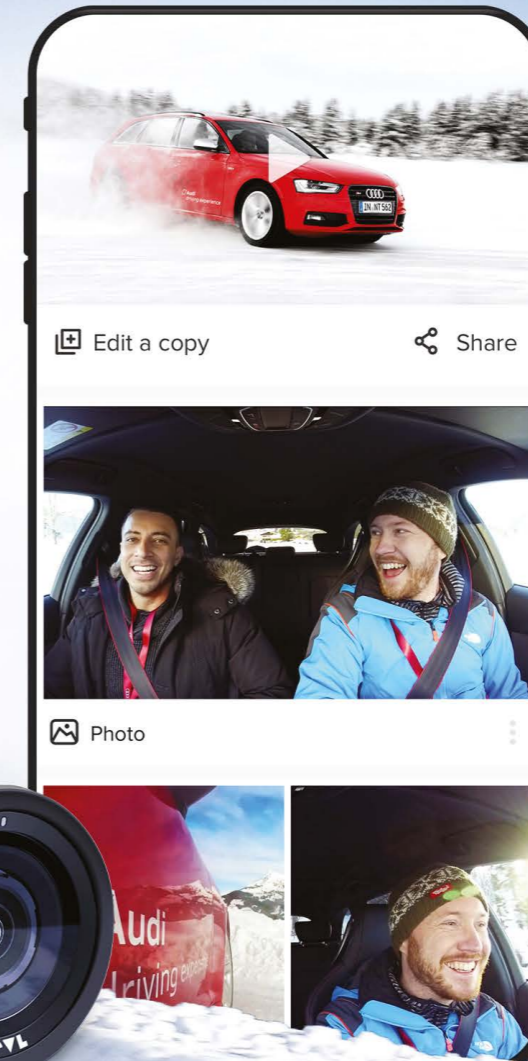
You can find further information on this and on your right to complain to the responsible data protection authority in our detailed data protection notice at www.audi.de/datenschutz.

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

For more information on data protection at Audi: www.audi.de/datenschutz

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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.

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