

INTERNATIONAL SKI FEDERATION

Blochstrasse 2
3653 Oberhofen/Thunersee
Switzerland
Tel +41 33 244 61 61
Fax +41 33 244 61 71

FOR MORE INFORMATION

Jenny Wiedeke
FIS Communications Manager
Mobile: + 41 79 64 34 281
E-Mail: wiedeke@fisski.com

FOR IMMEDIATE RELEASE**FIS MEDIA INFO****Audi extends commitment to Ski Jumping, Ski Flying and Cross Country**

- **Audi becomes partner of FIS Cross-Country and Ski Jumping World Cup**
- **Four Hills Tournament and Ski Flying World Championship under the banner of the four rings**
- **Audi underpins role as partner of international winter sports**

Ingolstadt, March 23, 2014 – AUDI AG emphasized its role as an important partner in international winter sports with new commitments. Starting in the 2014/2015 season, the company will also support the FIS Cross-Country World Cup, the men's FIS Ski Jumping World Cup, including the Four Hills Tournament, and the FIS Ski Flying World Championships in 2016 and 2018.

The new partnerships mark the logical continuation of the winter sports activities which Audi has so far been involved in and the close collaboration with the International Ski Federation (FIS). Audi has already given its name to the FIS Ski World Cup and the FIS Ski Cross World Cup as well as partnering with the FIS Nordic Combined World Cup. The brand will present the next two FIS Alpine World Ski Championships in 2015 and 2017 and, as the partner of 16 national ski associations, has been supporting the athletes for many years.

"We're delighted about intensifying the collaboration with the FIS within the scope of our new partnerships," says Giovanni Perosino, Head of Marketing Communications of AUDI AG. "Alpine, Nordic and Freestyle – for us, the entire diversity of disciplines in which Audi is now present symbolically stands for quattro permanent four-wheel drive. It offers an outstanding driving experience – of confidence, safety and sportiness – in any situation."

"Audi is a valuable partner of FIS and has become a fixture in international winter sports. We're pleased that our excellent cooperation is now being extended even further. It's good news for all athletes and fans," said FIS President Gian Franco Kasper.

All of the new partnerships are based on long-term agreements, with the nordic disciplines not being new to Audi. Until 2003, the brand was a partner of the Four Hills Tournament and in 2003 and 2005, it

was one of the principal sponsors of the FIS Nordic World Ski Championships. Through partnerships with the national teams, Alpine skiers as well as Nordic Combined skiers and ski jumpers have already been regular guests in Ingolstadt to hone their body position aerodynamics and optimize their material using the wind tunnel. The TV commercial from the nineteen-eighties in which an Audi 100 quattro drives up a ski jump without any assistance has retained its cult status to this day. Through the enlarged commitment it has now acquired new relevance.

ABOUT AUDI

The Audi Group delivered around 1,575,500 cars of the Audi brand to customers in 2013. In 2013 the Company achieved revenue of €49.9 billion and an operating profit of €5.03 billion. The Audi Group is globally present in more than 100 markets and produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). The brand with four rings produces cars also in Foshan (China) since December 2013, in 2015 in São José dos Pinhais (Brazil) and 2016 in San José Chiapa (Mexico). AUDI AG's wholly owned subsidiaries include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and the sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The Group currently employs more than 73,500 people worldwide, including more than 52,500 in Germany. Total investment of around €22 billion is planned from 2014 to 2018 – mainly in new products and sustainable technologies. Audi lives up to its corporate responsibility and has strategically established the principle of sustainability for its products and processes. The long-term goal is CO₂-neutral mobility.

ABOUT FIS

FIS, founded in 1924, is the governing body for international skiing and snowboarding. Recognised by the International Olympic Committee, FIS manages the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding and sets the international competition rules. Through its 119 nations, more than 7'000 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities, notably for the young.