

**INTERNATIONAL SKI FEDERATION**

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**FOR IMMEDIATE RELEASE****FIS MEDIA INFO****Audi new partner of FIS Nordic Combined World Cup**

- **Partnership extends commitment in winter sports**
- **'Nordic Combined Triple' in Seefeld featured as new season highlight**

**Ingolstadt, November 19, 2013 – Audi is putting its commitment in international winter sports on a broader base. The brand from Ingolstadt is now the main sponsor of the Nordic Combined World Cup, a partnership that also features activities aside from the competitions..**

Audi is the main sponsor of the FIS Nordic Combined World Cup. The Nordic Combined discipline now numbers among those held under the Audi flag – complementing the long-standing commitment and close cooperation with the International Ski Federation (FIS). Audi has already been giving its name to the FIS Ski World Cup and the FIS Ski Cross World Cup and, in addition, will be presenting the next two FIS Alpine World Ski Championships in 2015 and 2017.

Audi has been partnering with the Nordic Combined skiers for many years. For the athletes, the partnership can provide an important advantage in the competition. At the Audi wind tunnel in Ingolstadt, the ski jumpers simulate longer airborne phases and have the opportunity to take their time and work on their approach and flight assisted by expert video analysis.

The 2013/2014 World Cup season kicks off in Kuusamo, Finland, at the end of November and will subsequently take the athletes to eleven other venues in Europe and Russia until the finale next March. The new 'Nordic Combined Triple' competition format is a highlight. It aggregates the results of three competitions held on a single weekend – each result consisting of the jumping distance and cross-country kilometers. The premiere will be held in Seefeld (Austria) from January 17 to 19, 2014.

"This partnership underlines Audi's commitment to winter sports," said FIS President Gian Franco Kasper. "Audi is known for its innovation and now they join the Nordic Combined discipline at a perfect time as it is introducing an extremely innovative event this season with the Nordic Triple."

The reigning World Cup winner is 24-year-old Eric Frenzel from Germany, who just visited the Ingolstadt wind tunnel. “The airborne feeling can absolutely be compared to that on a ski jumping hill,” says the two-time World Champion.

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#### **ABOUT AUDI**

In 2012, the Audi Group delivered 1,455,123 cars of the Audi brand to its customers, generated revenue of €48.8 billion and achieved an operating profit of €5.4 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 will produce cars also in Foshan (China) as of late 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 70,000 people worldwide, including around 50,000 in Germany. Total investment of approximately €11 billion is planned by 2015 – 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.