



## **Audi Middle East Communications**

Madeleine Becker  
Mobile: +971-50-654-8824  
Email: [extern.madeleine.becker@audi.avme.ae](mailto:extern.madeleine.becker@audi.avme.ae)

# **Audi and FC Bayern launch “Audi Digital Summer Tour”**

**Ingolstadt, June 25, 2020 – Audi is launching a worldwide pilot project with its partner FC Bayern Munich: The record-holding German champions are going on a virtual summer tour.**

The “Audi Digital Summer Tour” will take place from July 25 to August 2 and is intended to give fans worldwide the opportunity to experience the preparation phase in real time. Hildegard Wortmann, Member of the Board of Management for Sales and Marketing at AUDI AG: “Challenging times require very special measures. No football club has ever had such an innovative and unique format before. We are proud to be a partner and to create fascinating and unique experiences for fans all over the world.”

Via digital platforms, the club and its stars will be brought to life for the fans, including digital autograph sessions with the players, virtual fan challenges or interactions with international athletes. A sporting highlight will also be part of the tour: FC Bayern Munich will play a test match at home in the Allianz Arena as part of the Audi Football Summit. The opponent will be announced at a later date.

Karl-Heinz Rummenigge, Chairman of the Board of Management of FC Bayern: “Unfortunately, since we cannot go on the Audi Summer Tour as planned this summer like in recent years, we have now designed this global digital initiative together with our partner Audi in order to live and strengthen the worldwide cohesion of the FC Bayern family, especially in times of corona. Our fans all over the world can look forward to exciting content on our platforms.”

The “Audi Digital Summer Tour” is the launch of a new global campaign under the motto of the “World’s Biggest Sports Family.” With over 290,000 members and more than 4,500 organized fan clubs around the globe, FC Bayern is the world’s largest club in terms of members and always sees itself as a family. The club wants to strengthen this sense of togetherness beyond the summer more than ever.

– End –

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in 11 countries. 100 percent subsidiaries of AUDI AG



include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2019, the Audi Group delivered to customers about 1.846 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2019 fiscal year, AUDI AG achieved total revenue of €55.7 billion and an operating profit of €4.5 billion. At present, 90,000 people work for the company all over the world, 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

AUDI AG's commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005. The current Middle East model range comprises the Audi A3 and S3 and RS3, A4 and S4, the A5/S5 Coupe and Sportback, RS5 Sportback, the A6, S6, A7, S7, A8 L and S8, the Audi Q3, Q3 Sportback, Q5 & SQ5, Q7, Q8 and RS Q8 as well as the R8.