

Audi Tradition

Anniversary Dates 2023





Contents

Anniversaries in Our Corporate History

Autumn 1998 25 years Audi TT Coupé.....	5	Autumn 1978 45 years Audi five-cylinder diesel engines	13
February 1993 30 years foundation of Audi Hungaria Motor Kft.	6	July 1973 50 years end of production of NSU Prinz 4	14
October 1988 35 years Audi V8	7	March 1973 50 years death of Fritz von Falkenhayn	15
September 1988 35 years Audi Coupé B3	8	December 1968 55 years end of production of DKW Munga, very last DKW	16
1983 40 years Audi Sport GmbH.....	9	October 1963 60 years Ludwig Kraus joins Auto Union GmbH.....	17
September 1983 40 years presentation of Audi Sport quattro	11	September 1963 60 years new products presented at Frankfurt IMS – NSU/Wankel Spider.....	18
January 1983 40 years death of Stieler v. Heydekampf	12		



September 1963 60 years new products presented at Frankfurt IMS – DKW F 12 und DKW F 12 Roadster 20	March 1953 70 years DKW F 91 three-cylinder model 27
September 1963 60 years new products presented at Frankfurt IMS – DKW F 102 22	October 1953 70 years NSU Quickly 28
September 1963 60 years end of production of Auto Union 1000 23	August 1948 75 years deletion of Auto Union AG 29
May 1963 60 years bike production ceased in Neckarsulm 24	Spring 1933 90 years Audi Front 30
April 1958 65 years takeover by Daimler-Benz, new plant, end of motorbike construction 25	1928 95 years NSU 6/30 and NSU 7/34 31
	1873 150 years foundation of NSU 32



Contents

Motorsport

1988	
35 years Audi 200 TransAm	33
1983	
40 years Hannu Mikkola, World Rally Champion	34
1978	
45 years Audi Motorsport	35
June 1938	
85 years Ewald Kluge wins the Lightweight TT on DKW	36
January 1938	
85 years Bernd Rosemeyer suffers fatal accident during record attempt	38



25
years

Audi TT Coupé

The first Audi TT Coupés arrived at Audi dealerships in the **autumn of 1998**. Just three years earlier, Audi had presented the Audi TT prototype study at the Frankfurt International Motor Show. As was already the case with the concept car and the Audi A3 which was introduced in 1996, the Audi TT was based on the transverse engine platform of the VW Golf IV. In March 1999, Europe's biggest motoring magazine, "Auto Europe", voted the Audi TT Europe's number 1 car, the best new model of the year.

The turbocharged four-cylinder engines with an output of 150, 180 and 225 hp were followed in the TT quattro Sport by the 250 hp V6 engine and a four-cylinder engine with its power boosted to 240 hp. In 2005, when the second-generation successor model was already about to be launched, the power of the two "small" four-cylinder engines was increased to 163 and 190 hp. By mid-2006, over almost eight years of production 178,765 Audi TT Coupés had rolled off the production line.





30
years

Foundation of Audi Hungaria Motor Kft.

On **18 February 1993**, as part of AUDI AG's new strategic focus, the company established a fully owned subsidiary based in Győr, Hungary to outsource some of its production abroad for the first time in the company's history. The factory, which initially only manufactured engines, started operating in October 1994. By 1996, the production capacity had doubled

to 1,500 units a day; in 1998 Audi Hungaria joined forces with the factory in Ingolstadt to assemble the Audi TT. The decision was made in 2010 to expand the Győr factory into a site offering full automotive production. In 2021, 11,983 employees produced over 170,000 automobiles and more than 1.6 million diesel, petrol and electronic powertrains there.





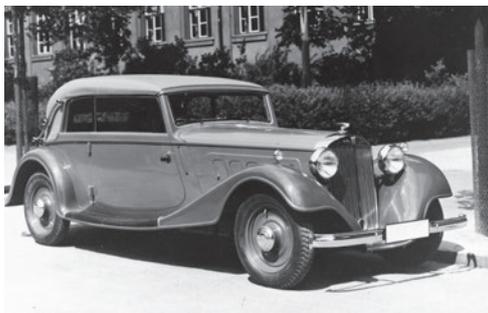
35
years

Audi V8

In **October 1988**, AUDI AG unveiled the Audi V8, which represented the company's first foray into the premium segment. The eight-cylinder Audi model was initially powered by a 184 kW (250 hp) 3.6 litre light-alloy engine and impressed with an array of innovative engineering features such as permanent all-wheel drive, four-valve technology and a four-speed, electronically controlled automatic gearbox.

More than half a century earlier, the Auto Union brand Horch had previously offered a V8-cylinder engine. The decision was made at Horch in 1932 to develop a

“small” V8 Horch that could be offered to discerning premium buyers. Preliminary work on designing a three-litre engine that would produce 62 hp had begun under the former chief engine designer Fritz Fiedler. His successor Werner Strobel made the V8 ready for production. The engine with a 66 degree cylinder angle was first presented in the Horch 830 at the Berlin Motor Show in 1933. The V8 underwent four stages of evolution until the war caused passenger car manufacturing to be stopped, and in its final version the 3.8 litre engine produced 92 hp.





35
years

Audi Coupé B3

In **September 1988**, the engineers from Ingolstadt unveiled the Audi Coupé, which was based on the technology used in the B3 series of the Audi 80/90. The new model entered production in December 1988, initially exclusively with five-cylinder engines.

In the years that followed, four and six-cylinder models and a powerful 20-valve turbo engine were added to the engine range. Production of the Audi Coupé ended in December 1995 after seven years and almost 70,000 vehicles being built.





40
years

Audi Sport GmbH

quattro GmbH was founded in 1983 to protect the name “quattro” and the company’s marketing rights. From 1985, the subsidiary of AUDI AG initially sold high-quality accessories. At the International Motor Show in 1995, quattro GmbH presented the first customised Audi models, including the Audi A8 and the Audi Cabriolet.

In the following year, 1996, quattro GmbH was officially registered as an automotive manufacturer. The first vehicle produced by the company was the Audi S6 plus, which was presented in 1997. Thanks to its 326 hp, eight-cylinder engine, the S6 plus, which was available as an estate or saloon, impressed with sports car level performance.

It was followed at the turn of the century by the RS 4 (B5), which was the first RS model from quattro GmbH. The 380 hp, twin turbo V6 model was only available as an estate car. 6043 units rolled off the production line in Neckarsulm and quickly became sought-after collector’s items.





Two years later, the Audi RS 6 (C5) was marketed as a saloon and estate car, followed by the limited-edition Audi RS 6 plus Avant, which was presented in March 2004 and had even more power.

The next models in the B series in 2005 were the RS 4 (B 7) saloon, estate and convertible with a newly developed high-revving, eight-cylinder engine. Since 2007, the top model has been the Audi R8, the first super sports car to feature the four rings.

In 2020, the production business, vehicle customisation, Audi exclusive and all motorsport activities of Audi Motorsport were combined under the umbrella of “Audi Sport GmbH”.





40
years

Presentation of Audi Sport quattro

When Audi presented the Audi quattro and its permanent all-wheel drive at the Geneva Motor Show in 1980, it triggered a wave of all-wheel-drive vehicles that revolutionised the world of international rallying from 1981 onwards. To maintain its edge over its competitors in the world of rallying for a longer period of time, from the summer of 1982 Audi developed a quattro with a shorter wheelbase and a dual overhead camshaft engine with four valves per cylinder. However, under international sports regulations, to be able to enter a vehicle like this

in Rally Group B first you need to build a series with at least 200 units.

The Sport quattro was unveiled at the Frankfurt International Motor Show in **September 1983**. The “short quattro”, as it was often lovingly referred to, was brimming with high-performance technology. Its 225 kW/306 hp made it the most powerful German production car of its day. The development engineers managed to strike the perfect balance between a pure sports car offering breathtaking performance and a reliable road vehicle which could also easily be driven in rush-hour traffic.

The body of the Sport quattro was made of aramid and fibreglass-reinforced plastic as well as carbon fibre/Kevlar composite materials and, due to the small number of units, it was made at the bodywork company Baur in Stuttgart. The corresponding plastic body parts were supplied by the Swiss company Seger + Hoffmann.

The first vehicle in the small series of 214 units was built in February 1984.





40
years



Death of Stieler v. Heydekampf

Dr. Ing. Gerd Stieler von Heydekampf died on **25 January 1983**. The long-standing Chairman of NSU Werke AG was born on 5 January 1905 in Berlin. After studying mechanical engineering, he worked for Adam Opel AG where he was responsible for the purchasing division. In 1938, he became head of the Opel truck plant in Brandenburg. In 1942, von Heydekampf moved to Henschel & Sohn in Kassel. He joined NSU Werke AG in Neckarsulm in 1948. In 1950, he became a Board member, responsible for sales. He was appointed Chairman of the Board in 1953. Under his auspices, in the 1950s the Neckarsulm company developed to become the world's largest motorcycle manufacturer.

Forward-looking decisions such as the resumption of car manufacturing at NSU and the development of the rotary piston engine were made during his term in office. Following the merger of NSU with Auto Union and the foundation of Audi NSU Auto Union AG in 1969, Dr. Gerd Stieler von Heydekampf was Chairman of the company until 1971. He retired on 31 March 1971.





45
years

Audi five-cylinder diesel engines

In 1976, the second generation of the Audi 100 was presented in a completely new guise. With large lights at the front and rear and the indicators incorporated into the front, the new Audi 100 presented a more elegant and more dynamic image than its predecessor.

From the **autumn of 1978**, the Audi brand's first standard diesel car was available in the shape of the Audi 100 5 D. The extremely frugal two-litre, five-cylinder naturally aspirated diesel engine produced 51 kW/70 hp and powered the 1200 kg saloon car to a top speed of 150 km/h.



Before the product was unveiled at Friedrichsruhe Castle near Öhringen, the new model embarked on a tour of the world under the supervision of test engineer Jörg Bensinger. After some hair-raising adventures, the intrepid travellers returned to Germany on the precise day of the launch event.





50
years

End of production of NSU Prinz 4

NSU marketed a car with a completely new body shape as the model to succeed the Prinz I to III models. The angular body line, which was inspired by the American Chevrolet Corvair, was designed by Claus Luthe. The kink in the waistline defined the style of all subsequent rear-wheel-drive NSU cars.

In 1960, the first car with the internal designation Type 47 entered the testing stage. In June 1961, the vehicle was unveiled as Prinz 4. The NSU advertising slogan “Drive a Prinz and you’ll be king” soon became well known throughout Germany. The 500,000th Prinz 4, which was mainly exported to Italy, rolled off the production line in spring 1970. By **31 July 1973**, the final day of production for the Prinz, 582,000 Prinz 4s had been built. It heralded the end of a little piece of history for the small car.





50
years

Death of Fritz von Falkenhayn



Fritz von Falkenhayn (1890 – 1973), who started working for NSU Vereinigte Fahrzeugwerke AG in January 1930 as sales director and deputy member of the Board, died on **3 March 1973**.

He was appointed Chairman of the Board in 1937. He held this position until the end of the Second World War. From 1953 to 1961, von Falkenhayn was a member of the Supervisory Board of NSU Werke AG.



55
years

End of production of DKW Munga, very last DKW

Back in 1953, Auto Union GmbH started developing a lightweight off-road vehicle. At the end of 1956, the DKW F 91/4 (the model name stands for “DKW F 91 with four-wheel drive”) was introduced as the standard vehicle for the 0.25 t. payload class in the newly established German Armed Forces.

To boost its sales prospects in the civilian market, a six-seater pick-up version was developed in 1957. The six-seater, known as the F 91/6, was available with PTO drive on the rear frame crossbeam on request.



At the end of 1959, an eight-seater long pick-up version was developed for military customers, and from 1962 was introduced to the army with the name F 91/8.

In 1962, the DKW off-road vehicle model was given the name MUNGA, which stands for “Mehrzweck Universal Geländewagen mit Allradantrieb”, translating as “Multi-Purpose Universal Off-Road Vehicle with All-Wheel Drive”. When the orders from the military ran out, production of the last DKW vehicle model ended in **December 1968**.



60
years

Ludwig Kraus joins Auto Union GmbH

Ludwig Kraus was born on 26 December 1911 in Hettenhausen near Pfaffenhofen. After studying mechanical engineering, in 1937 he joined Daimler-Benz AG as an engine designer.

As part of a plan to modernise the products at the then subsidiary Auto Union GmbH, Kraus was posted to Ingolstadt where from **1 October 1963** he was the director in charge of vehicle development. After Auto Union GmbH was acquired by Volkswagenwerk AG in December 1964, Ludwig Kraus joined the management team of the Ingolstadt-based company in 1965.

His biggest achievement was developing a modern range of Audi vehicles which were launched as the successors to the DKW models with two-stroke engines from the end of 1965. The Audi 60/Super 90, Audi 100, Audi 80 and Audi 50 model series which he created blazed the trail for the company's further development. Following the merger with NSU Werke AG to create Audi NSU Auto Union AG, from 1 September



1969 Kraus was appointed as the board member with responsibility for technical development. Ludwig Kraus retired on 31 December 1973. Between 1976 and 1985 he was a member of the Supervisory Board of Audi NSU Auto Union AG.

Ludwig Kraus died on 19 September 1997.



60
years

New products presented at Frankfurt IMS – NSU/Wankel Spider

It caused a real sensation at the International Motor Show in Frankfurt in **September 1963**, the little two-seater convertible at the NSU stand whose body was borrowed from the NSU Sport Prinz Coupé. But what was really sensational about the vehicle was its drive.

The Wankel Spider was the world's first mass-produced car to be powered by a single-disc rotary piston engine which had a volume of 497 cc and produced 50 hp. Since the beginning of the 1950s, NSU had worked with Felix Wankel to produce a completely new engine concept. With the NSU Wankel Spider, the engineers in Neckarsulm demonstrated that this engine did not just work on test benches.

A year after it was first unveiled, in September 1964, the little NSU Spider went into production. But for all the euphoria, customers were fairly reticent. Just 2375 units of this first Wankel car were built from September 1964 to July 1967.

The Prinz 1000 was also presented at the Frankfurt International Motor Show in 1963 and delivered to dealers from 1964 onwards. The 1000 model was designed to increase the market share of NSU vehicles and appeal in particular to buyers who enjoyed a good,





safe and sporty drive. Its total length and the extended wheelbase, which were bigger than those of the Prinz 4, resulted in much better roadholding and a more comfortable ride. A larger interior with a sporty dashboard, elaborate seats and spacious storage compartments, adjustable side windows and an effective ventilation and heating system guaranteed a comfortable, relaxing drive.

From the outside, the Prinz 1000 could be identified by its oval headlights, its side air intake, the new design of the rear lights and acoustically from the “rounded” tone of the newly developed, extremely lively, air-cooled four-cylinder engine. The drive unit was a perfect example of modern engine design with an overhead camshaft, a crankshaft with five cylinders mounted along it, hardened cylinder linings and a fully synchronised four-speed gearbox.





60
years

New products presented at Frankfurt IMS – DKW F 12 und DKW F 12 Roadster

In January 1963, Auto Union GmbH Ingolstadt rolled out the DKW F 12 as the successor to the DKW Junior de Luxe. The new model was in the spotlight in **September 1963** at the Frankfurt International Motor Show. As well as having a more spacious body, unlike its predecessor the F 12 had an engine that had been enlarged from 800 cc to 900 cc and delivered 40 hp in the production version. It is particularly worth highlighting the use of disc brakes on the front axle, which was a first for a car in this class. Customers were now also able to order the F 12 with a gearbox featuring an integrated freewheel on request. After Auto Union GmbH was taken over by Volkswagen at the end of 1964, production of the DKW F 12 stopped on 3 April 1965. To provide work for the plants, production of the VW Beetle began at the Auto Union plant in Ingolstadt just one month later.





A convertible version of the DKW F 12 was also on display at the Auto Union stand in autumn 1963. The development work had been done by the bodywork company Baur in Stuttgart, which also supplied the full soft top as a complete module.

To accentuate the sporty feel of the car, the engineers also boosted the performance of the three-cylinder

two-stroke engine to 45 hp at 4500 rpm and lowered the chassis on the rear axle. In January 1964, production of the DKW F 12 Roadster began at the Auto Union plant in Ingolstadt. Over the course of a year, the workers in Ingolstadt produced 2,804 models of the sporty 2+2-seater car.





60
years

New products presented at Frankfurt IMS – DKW F 102

At the International Motor Show in 1963, Auto Union presented the DKW F 102, which was its new mid-range model designed to take over from the outdated AU 1000.

The F 102 was the first DKW car to have a self-supporting body; axles cushioned with torsion rods provided an excellent ride and suspension. The DKW-typical three-cylinder two-stroke engine produced 60 hp at 4500 rpm from a capacity of 1200 cc, and was the first DKW model to feature a sealed thermostat-controlled coolant circuit with water pump. Series production of the final DKW passenger car model, which was hailed as the “Formula of Progress”, began in March 1964.





60
years

End of production of Auto Union 1000

In September 1959, the AU 1000 1960 model appeared at the 38th International Motor Show in Frankfurt. Its visually most striking feature was its panoramic windscreen, which extended right around the corner and completely transformed the driver's view compared to the 58 model, while retaining the same external dimensions.



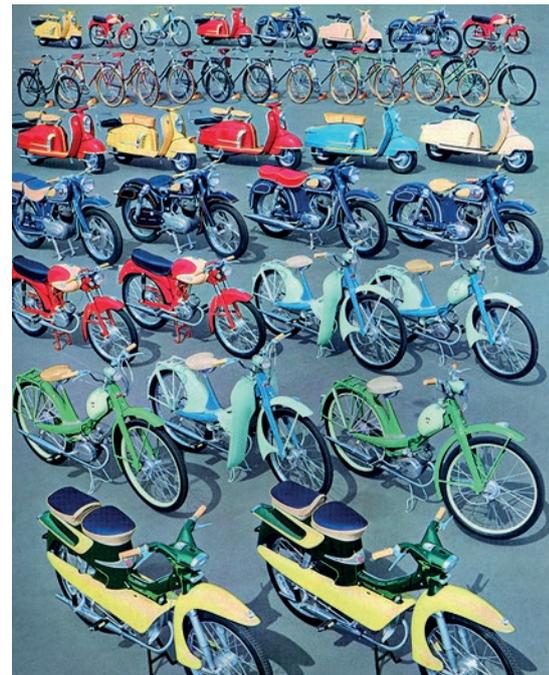
For the 1000 series, the 1962 model year not only involved the relocation of production to the Ingolstadt factory, which began in the summer of 1961, but also the final set of technical and visual modifications.

The top model in the 1000 series was the AU 1000 S Coupé de Luxe, which was unveiled at the International Motor Show in 1961. The disc brakes on the front axle, which Auto Union was the first German car manufacturer to use in a mid-range vehicle, were a real sensation. The first vehicles were available from dealerships in March 1962. Just 15 months later, in **September 1963**, the last of the 21,488 AU 1000 S Coupé de Luxe rolled off the production line in Ingolstadt as the final car in the 1000 series.

60
years

Bike production ceased in Neckarsulm

On 6 May 1963, NSU gave up its licence for the production of bikes to Heidemann-Werke KG, Einbeck. This ended the 77-year tradition of bike production in Neckarsulm and what was once the world's largest manufacturer of motorcycles changed into a company that exclusively manufactured cars. The remnants of the company's motorcycle production were sold in 1962 to what was then Yugoslavia; only the small NSU Quick 50 remained in production as the final motorbike until 1966, which was then the definitive end of the NSU brand name in the motorcycle sector. In the final phase of motorcycle production, from the end of the 1950s/start of the 1960s, more luxurious chrome features and a large selection of colours helped to boost sales. The final "genuine" NSU bikes therefore also impressed with their excellent finish and substantial colour palette. Over 77 years up to 1963, 1.75 million bikes were produced in Neckarsulm.



65
years

Takeover by Daimler-Benz, new plant, end of motorbike construction

At the instigation of the great industrialist Friedrich Karl Flick, majority shareholder in Auto Union GmbH, Daimler-Benz AG acquired the qualified majority of 87.83 per cent of the shares in Auto Union on **24 April 1958**. The rest of the shares were then also transferred to Daimler-Benz on 21 December 1959, which meant that from then on Auto Union GmbH was a fully owned subsidiary of the Stuttgart-based company.

Following the shareholder resolution on 28 July 1958 to start production of the “little DKW”, subsequently known as the “DKW Junior”, in July 1958 the foundation was laid for the construction of a completely new Auto Union GmbH factory on the outskirts of Ingolstadt. The shell of the building had been completed by December of that year. Production started up in the summer of 1959, and gradually it was then possible to close down the old production facilities in the centre of Ingolstadt, some of which were no longer fit for purpose.





The Auto Union factory in Düsseldorf, where DKW passenger cars had also been built up until October 1961, was then sold to Daimler-Benz in 1962. The whole of Auto Union's production was then concentrated in Ingolstadt.

From the mid-1950s, the German motorcycle industry entered an ever-deeper crisis. During the period of the German economic miracle, customers were keen to switch from two-wheelers to cars, however small

they were. The motorcycle had long been regarded as a simple means of transportation; it did not yet boast the panache of a sporty leisure vehicle that could offer you real freedom. Even for Auto Union GmbH in Ingolstadt, sales of the DKW two-stroke motorcycles, which had once been so popular, had collapsed. At the start of October 1958, all of the motorcycle production in Ingolstadt was stopped and sold to Zweirad Union (Victoria and Express) in Nuremberg.



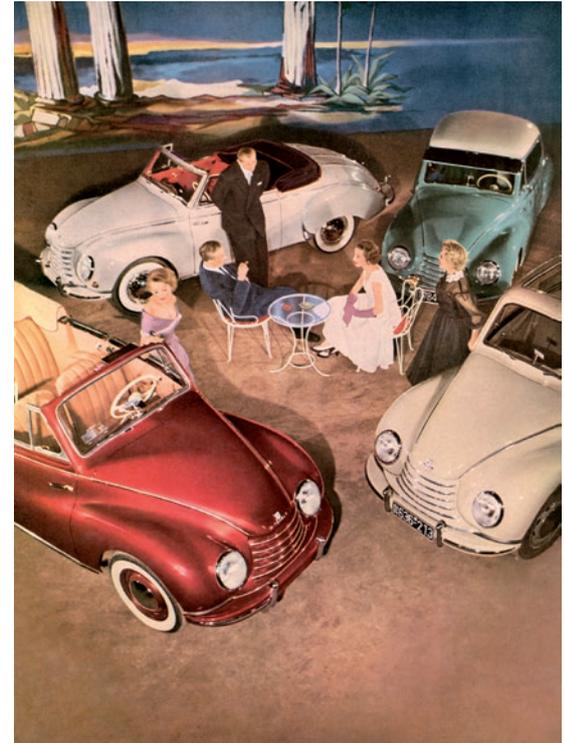
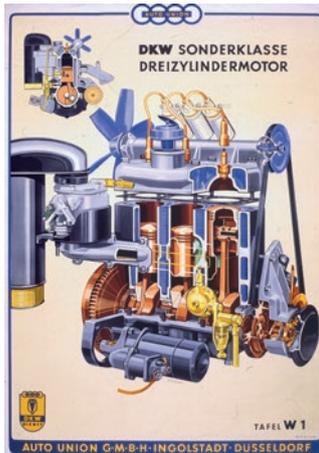


70
years

DKW F 91 three-cylinder model

Back in 1939, Auto Union AG in Chemnitz had developed a new DKW model with a three-cylinder two-stroke engine through to the prototype stage and was planning to market it as the DKW F 9 in 1940. The outbreak of the Second World War prevented this.

Auto Union finally presented the long-awaited three-cylinder vehicle with the name 3=6 Special Class, Type F 91 at the Frankfurt International Motor Show in **March 1953**. The slightly unusual addition of 3=6 to the name was intended to demonstrate that a three-cylinder two-stroke engine delivers the same performance as a six-cylinder four-stroke engine because it boasts twice the number of power strokes.





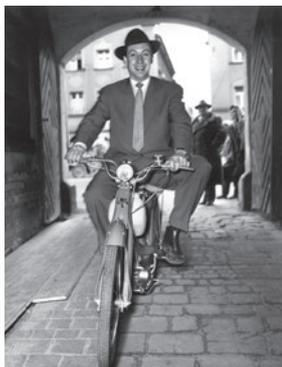
70
years

NSU Quickly

At the 2nd International Bicycle and Motorcycle Show in **October 1953**, NSU unveiled the successor to the successful NSU Quick. The 50 cc NSU Quickly, which did not require a licence to ride, produced 1.4 hp, which was good for a top speed of 40 km/h. The light two-speed moped, which was prescribed to have tread pedals, weighed just 33 kilograms and fully satisfied the regulations that had been passed in January 1953 for this new type of vehicle. The motor-assisted bicycle was legally defined as a vehicle with a cubic capacity

of 50 cc with a maximum mass of 30 kg (+ 10% tolerance); the pedal crank dimensions and minimum wheel diameter were stipulated.

The catchy NSU advertising with slogans such as “Stop walking, buy Quickly” enticed even the most committed pedestrian to try this motorised bicycle. The NSU Quickly-N, the basic model without any rear wheel suspension, on its own attracted 540,000 buyers over nine years of production.





75
years

Deletion of Auto Union AG

On 29 June 1932, Auto Union AG based in Chemnitz was founded as an amalgamation of Zschopauer Motorenwerke J.S. Rasmussen AG (DKW), Audiwerke AG (Zwickau), Horchwerke AG (Zwickau) and the Automotive Division of Wanderer-Werke AG (Chemnitz-Schönau/Siegmar). The absorbing company was Zschopauer Motorenwerke AG.

Shortly before the end of the war and the Russian occupation of the industrial area of Saxony, the previous Board of Auto Union AG (Richard Bruhn, William Werner, Carl Hahn) in Chemnitz departed on 7 May 1945. The three members appointed a temporary Board to represent them, consisting of Hanns Schüler, Ludwig Hensel and Walter Schmolla, who was ultimately appointed as a regular director on 25 September 1945.

One month later, at the end of October 1945, Auto Union AG was seized under Order No. 124 of SMAD (Soviet Military Administration in Germany) and was then involved with handling its own demands.

On 1 July 1948, Auto Union AG was officially expropriated and finally removed from the Chemnitz Commercial Register on **17 August 1948**.

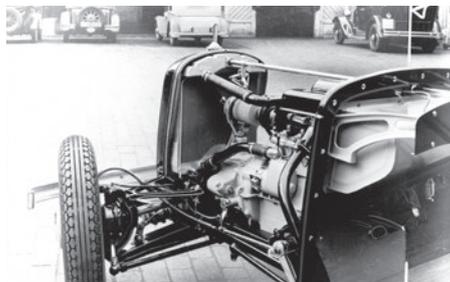
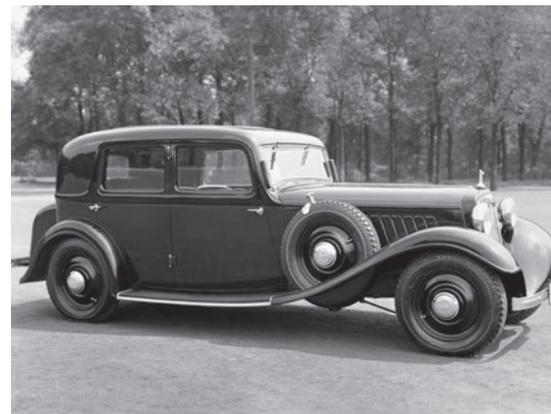




90
years

Audi Front

After Auto Union AG was founded in June 1932, the Audi brand catered for the sophisticated mid-range segment of the market within the new company. This was the first time that the designers used a kind of modular system: the combination of a 40 hp two-litre Wanderer six-cylinder engine with the front-wheel drive that had been tried and tested at DKW since 1931 were the key attributes of the first Audi from Auto Union. The new model was marketed under the name Audi Front UW in **spring 1933**. With this model, Auto Union then also established front-wheel drive in the mid-range segment and so cemented its role as a pioneer of this drive concept.



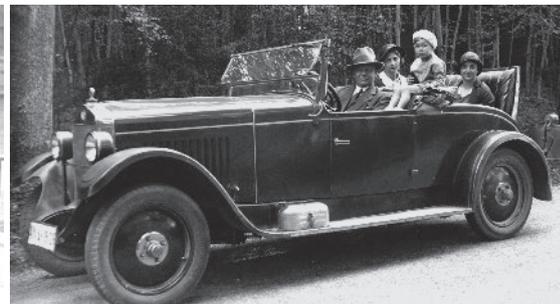
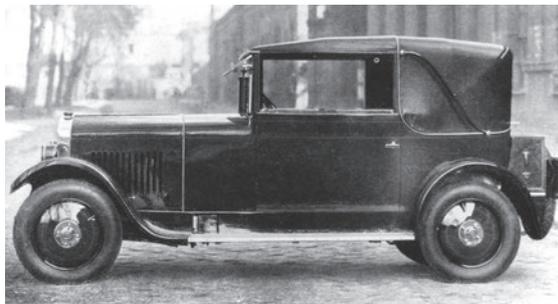


95
years

NSU 6/30 and NSU 7/34

In the **winter of 1928**, the newest NSU model, the 6/30 PS type, made its debut at the automobile exhibitions in Amsterdam and Copenhagen. The smallest German six-cylinder car produced 30 hp from a capacity of around 1600 cc. With prices ranging from RM 5500 to RM 7000, a large number of different body shapes from a carriage to a four-seater convertible were on offer. Despite winning praise in advance, the small six-cylinder car did not sell very well after teething problems with the engine came to light. Before even 1000 units of the 6/30 had been made, production was stopped in favour of its successor 7/34.

Production of the 7/34 type started at the NSU factory in Heilbronn in **August 1928**. Its engine was based on the 6/30 type, but its cubic capacity was increased to 1781 cc. An enlarged bore, modified timings, reinforced big end bearings and a changed cooling system made this six-cylinder vehicle very stable. However, the last independent model from NSU was not set for a long life; at the instigation of Dresdner Bank, the automobile production of the heavily indebted company NSU Vereinigte Fahrzeugwerke AG was sold to the German Fiat which continued to work on upgrading the 7/34 and offered the car with further modifications in its range as the NSU model 405 until spring 1932.



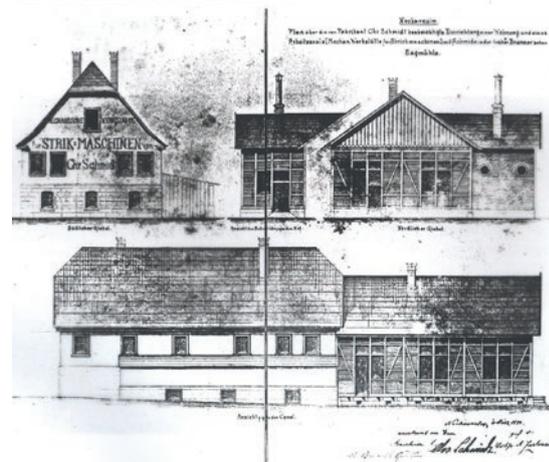


150
years

Foundation of NSU

In 1873, the mechanics Christian Schmidt and Heinrich Stoll had established a mechanical workshop in Riedlingen an der Donau for producing knitting machines which they relocated to Neckarsulm in 1880.

From 1884, the company traded under the name Neckarsulmer Strickmaschinenfabrik AG. It started making bicycles in 1886. As a result, in 1897 the company's name was changed to Neckarsulmer Fahrradwerke AG, with the production of knitting machines having ceased in 1892. It started producing motorcycles in 1901, and in 1906 it moved into car manufacturing. From 1911, the products were officially given the name NSU.





Motorsport

35

years

Audi 200 TransAm

Eight victories in 13 outings, early titles secured in the manufacturers' and drivers' championships – nobody expected the Audi's first season in the North American TransAm championship in 1988 to be so successful.

With a heavily modified Audi 200 quattro, Audi emphatically demonstrated the superiority of the quattro principle in the New World. Despite using a two-valve cylinder head, the engineers managed to get the 2.1 litre five-cylinder engine to produce between 510 and 550 hp. An XXL turbocharger gave the saloon car, which weighed around 1200 kg, real wings with a maximum boost of 2.8 bar.

Extra weight regulations and a restriction on the air-flow rate that were introduced during the season did not stop the Audi drivers Haywood, Stuck and Röhrh from dominating the championship.





Motorsport



years

Hannu Mikkola, World Rally Champion

1983, the first year of what would become the legendary Group B in the World Rally Championship. The long Audi rally quattro featured new body parts made of Kevlar, aluminium engines, tyres from a new supplier and much more. During the season, Audi unveiled another evolution model whose modified capacity allowed homologation in the up to 960 kg vehicle weight class. Hannu Mikkola, one of Audi's longest-serving drivers, racked up success after success

in the quattro in the 1983 season. Of twelve championship races, Mikkola won four, secured three second places and one fourth-placed finish.

With 125 points, the "Flying Finn" became World Rally Champion by a comfortable margin over the driver in second place. In the Manufacturers' World Championship, Audi finished second, just two points behind the winner.





Motorsport



years

Audi Motorsport

The Auto Union sports department was disbanded in 1964. For many years the driving of Audi cars in competitive events was left to private drivers who from 1973 were supported by the factory with win bonuses and a factory trophy. The most successful Audi drivers at the time included Audi tuners Johann Abt and Hans Joachim Nowak, champions in the Audi test department.

In 1978, Audi established a sports department with the aim of making the Audi quattro ready to compete in the World Rally Championship from 1981, and therefore focused fully on rallying. Racing around circuits in Audi cars was still the preserve of private drivers. However, the successes enjoyed by Hans Joachim Nowak made Audi sit up and take notice; from then on it provided factory support for its involvement in the European Touring Car Championship. Responsibility for the sports department and the involvement of the cars in the European Touring Car Championship and

the German Rally Championship lay with Jürgen Stockmar, who also oversaw chassis tuning in Technical Predevelopment. Stockmar managed to get the ban on all-wheel drive overturned by the FIA in 1980 and thus pave the way to the Audi quattro's successes.





Motorsport



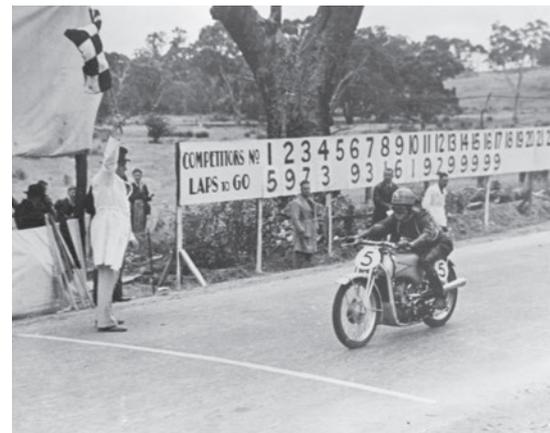
years

Ewald Kluge wins the Lightweight TT on DKW

Ewald Kluge was born on 19 January 1909 in Lausa near Dresden. DKW signed him up as a racing mechanic and back-up rider in 1934 and the same year he was a member of the works team that entered the International Six Days Trial. His skill and ambition helped him to gain a place in the DKW works motorcycle racing team in 1935. From 1936 to 1939 he was German Champion four times riding the 250 cc DKW, in 1938 and 1939 he won the European Championship in the 250 cc class and, also in 1938, he was German Hill Climb Champion.

The Tourist Trophy on the Isle of Man has been staged since 1907. The race takes riders along public roads around the island on a 60 km circuit known as the Mountain Course. Kluge entered the race on the 250 cc DKW in **June 1938**. After more than three hours, he became the first German rider to win the Lightweight TT with an average speed of 126.3 km/h. He finished 11:10 minutes ahead of the rider in second place!

What is more, the first victory by a two-stroke motorcycle in the world's toughest motorcycle race astonished the industry. Ewald Kluge rode for Auto Union again from 1950. A serious crash at the Nürburgring





ended his career in 1953. He died from cancer in Ingolstadt on 19 August 1964.

The performance of the DKW racing team in the 1938 racing season was very respectable. The works riders claimed 34 victories, 26 second places, 25 third places and 19 fourth places as well as the European Championship in the 250 cc class, the German Championship in the 250 cc and 350 cc class, and the German Hill Climb Championship in the 250 cc class. There was also great international success, with wins in the Belgian Championship in the 175 cc class and the Dutch, Yugoslavian, South African and Swiss Championships in the 250 cc class.





Motorsport

85

years

Bernd Rosemeyer suffers fatal accident during record attempt

On **28 January 1938**, the stretch of motorway from Frankfurt to Darmstadt was the venue for attempts to break records which Daimler-Benz and Auto Union participated in. Back in October 1937, Bernd Rosemeyer (1909 – 1938), Auto Union's star driver, had managed to set several world records on this stretch of road and break the 400 km/h barrier for the first time. The theoretical top speed of this 545 hp, fully enclosed record-breaking car was 456 km/h. During the record attempt, Bernd Rosemeyer's car was caught by a gust of wind while travelling at around 440 km/h near to Langen-Mörfelden. His car left the road and flipped over multiple times. Rosemeyer was flung out of the car and killed instantly.





Audi Tradition
Auto Union GmbH
85045 Ingolstadt

www.audi.de/tradition
www.audi.de/museummobile
www.audi.de/tradition-parts