

Corporate Communications

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Audi Twin Cup: World Final for Audi Service teams

- **World championship for Audi technicians and service advisers**
- **60 teams from 36 nations meet in Istanbul**
- **Team from China triumphs in the grand practical final**

Istanbul/Ingolstadt – A multi-national final held in 25 languages: 60 Audi teams from 36 nations travelled to the Formula 1 circuit in Istanbul from June 5 to 7 to crown a world champion from their ranks. Their goal, however, was not to win a car race – even though the teams are all top experts in the automotive world. AUDI AG had invited its dealers' best service teams worldwide to put their knowledge and skills to the test in an international competition.

The participating teams, made up of service and technical staff, were already all winners in their own right before the start of the final. In the preceding national competitions, they had won against the competition from other dealerships in challenging theory and practical tests. Now they were called upon to apply their specialized knowledge in the grand international final, the Audi Twin Cup, in Istanbul.

In the Audi Twin Cup, the teams have to convince the jury of their abilities in typical work situations, such as a simulated customer dialog or the expert mechanical repair of an Audi A6. Teams have to complete two tasks in their particular specialized field (service or technical) plus a joint exercise to test their customer-oriented behavior.



The team Liaoning Aotong Automobile Sales & Service Co. Ltd., from Shenyang/China was the ultimate winner in Istanbul. AVG Rosier GmbH, Stendal/Germany finished second and Senyildiz Otomotiv, Istanbul/Turkey, third.

More than 9,000 service technicians and advisers worldwide take part in the Audi Twin Cup. As well as spurring motivation in a sporty way, the competition is aimed at constantly improving the quality of service provided by staff at Audi dealerships. "The great interest in the competition says much about the success of our motivational and training programs relating to Audi top service. By this we mean consistent customer orientation, an exclusive overall performance by the Audi dealer and first-class service and repair quality," says Bernd Hoffmann, Head of After Sales and Genuine Parts at AUDI AG.

Away from the competition itself, the accompanying program around the Formula 1 track in Istanbul put the teams in excellent spirits, with fast test drives on the winding circuit and a lengthy talk with current DTM leader and Audi top service ambassador Timo Scheider. Any language barriers were finally overcome during a festive dinner, bringing all of the approximate 400 guests together.

The Audi Twin Cup was first held in 1996 and, including the national competitions, runs on for about six months. All Audi dealerships who have a service contract with AUDI AG are eligible to take part. The best national teams qualify for the international Audi Twin Cup practical final. This year saw teams from Belgium and Bosnia taking part for the first time.

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Photographs and additional information are available at www.audi-mediaservices.com/en

AUDI AG sold a total of 964,151 cars in 2007 and thus achieved its twelfth consecutive record year. With revenue of €33,617 million and profit before tax of €2,915 million, the company attained its best figures ever. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). At the end of 2007, production of the Audi A6 started in Aurangabad, India. The company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include Lamborghini S.p.A. in Sant'Agata Bolognese, Italy, and quattro GmbH in Neckarsulm. Audi currently employs around 54,000 people worldwide, including 45,000 in Germany. The brand with the four rings invests more than €2 billion each year in order to sustain the company's technological lead embodied in its "Vorsprung durch Technik" slogan. Audi plans to significantly increase the number of models in its portfolio by 2015, from the 26 currently on offer to 40.