

Corporate Communications

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Customer Magazine as Lifestyle Publication: New Edition of the Audi Magazine

- International customer magazine with new look
- Circulation of 9 million copies in 70 countries
- Cross-media networking with Audi tv
- Lothar Korn, Head of Marketing Communications: "We intend to further widen our lead over the competition with our customer magazine"

Ingolstadt – Audi is blazing new trails in corporate publishing: the first issue of the new Audi Magazine appeared on November 14. The Ingolstadt-based company is engaging top-flight teams for both the illustrations and the copy in the new publication. The new Audi Magazine will focus closely on the brand – while relying on high visual and journalistic quality.

"Our goals are ambitious: we want to keep setting the standard in the auto industry with our customer magazine", said Lothar Korn, Head of Marketing Communications at AUDI AG. Anyone leafing through the new Audi magazine will be caught up in it: by the dynamic photo series, where the product metamorphoses into portraits in bold collages. By elaborate styling and design productions, in which the automobile is viewed through an artistic lens. The accompanying stories are just as captivating, written by renowned journalists.



“Graphically and journalistically the magazine will compare favorably with the leading lifestyle titles”, Korn continues. But consistency with the brand image will remain a key factor: “Products, design, our involvement in sport – Audi provides our editorial team with a wealth of exciting topics. So the Audi Magazine can afford to focus very closely on the brand.”

The Audi Magazine is enlivened by cross-media networking with Audi tv, the brand-specific TV website. Stories about the German Touring Car Masters (DTM) for instance are complemented here by exclusive live reporting.

The worldwide circulation of the Audi Magazine totals 9 million copies, published up to four times annually in 34 languages. The magazine is subscribed to by Audi customers in 70 countries; Audi fans can also buy the magazine at newsstands.

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Photos and further 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 Automobili Lamborghini Holding S.p.A. in Sant'Agata Bolognese (Italy) and quattro GmbH in Neckarsulm. Audi currently employs around 57,000 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 to 40.