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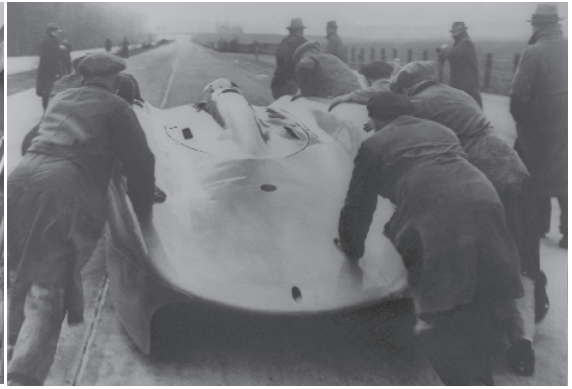
Motorsports

80
years

In memory of Bernd Rosemeyer

On January 28, 1938, record drives took place along the Frankfurt-Darmstadt Reichsautobahn, with Daimler-Benz and the Auto Union participating. By October 1937, Bernd Rosemeyer (1909-1938), star driver from the Auto Union, had already set several world records along this route and for the first time had broken the 400 km/h limit (248.5 mph). The theoretical maximum speed of the 545 hp, fully paneled 1938 record vehicle was 456 km/h (283.3 mph).

During the record attempt, the Bernd Rosemeyer's car was caught by a gust of wind while traveling at a speed of nearly 440 km/h (273.4 mph) near Langen-Mörfelden. The car swerved off the road and rolled over several times. Rosemeyer was thrown from the vehicle and died on the spot.

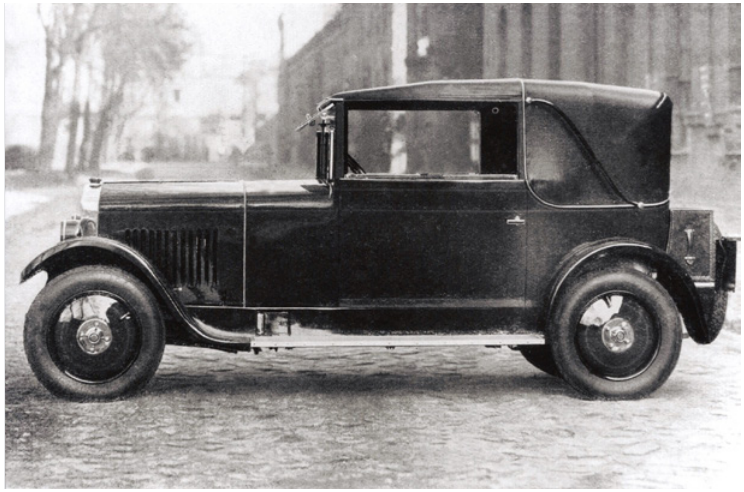


90
years

NSU 6/30 hp

February 1928 – The automotive expositions in Amsterdam and Copenhagen of winter 1928 witnessed the premiere of the latest NSU model, the 6/30 hp.

The smallest German six-cylinder car drew 30 hp of power from its nearly 1,600 ccm displacement. A large variety of body designs, from the chassis to the four-seat convertible, were available at prices ranging from 5,500 to 7,000 Reichsmarks. Despite the advance praise, sales of the small 6-cylinder engined car were sluggish, due to growing pains with the engine. Not even 1,000 6/30 models were manufactured before production was discontinued in favor of the successor model, the 7/34.



50
years

Italdesign

On February 13, 1968, the Giugiaro and Mantovani families together founded “Studi Italiani Realizzazione Prototipi S.p.A.,” later known as Italdesign.

On May 25, 2010, Volkswagen took over 90.1% of the shares in Italdesign via the Audi subsidiary Lamborghini; in June 2015 Audi also acquired the remaining shares owned by the Giugiaro family.

Italdesign began as a consultancy firm with innovative ideas for the automotive industry. Its guiding principles have hardly changed over the last 50 years: Italdesign is a company offering other companies throughout the world creative services, developing prototypes in support of production and providing all necessary services for the industrialization of new products.

25
years

Establishment of Audi Hungaria Motor Kft.

February 1993 – Audi Hungaria was established in 1993 as a 100%-owned Audi subsidiary and has developed into the world's largest engine plant as well as one of the most attractive employers in Hungary. The company develops and produces engines for AUDI AG and for other members of the Volkswagen Group in the Hungarian town of Győr. To date the plant has turned out over 30 million engines. In 2018 the plant will start production of electric motors.

In 1998 Audi Hungaria began its automotive production. Since 2013, Győr has been turning out the Audi A3 Sedan and the A3 Convertible at full production capacity. Just one year later, volume production of the third generations of the Audi TT Coupé and TT Roadster began at the Hungarian site. Production of the premium compact SUV Audi Q3 will commence in Győr in 2018. To date Győr has turned out over a million cars.

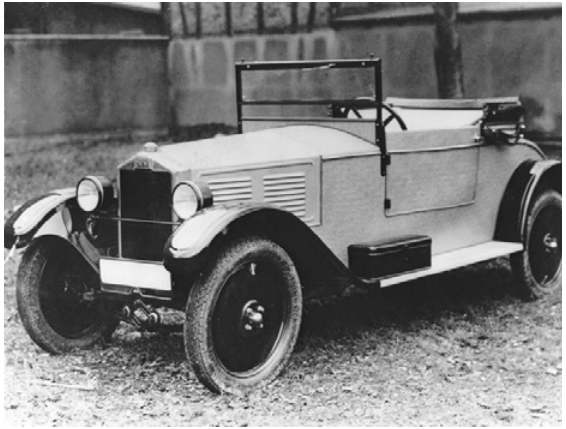
For years, Audi Hungaria has been one of Hungary's companies with the largest volume of sales and largest number of exports. Around 12,000 people are employed at the Győr site.

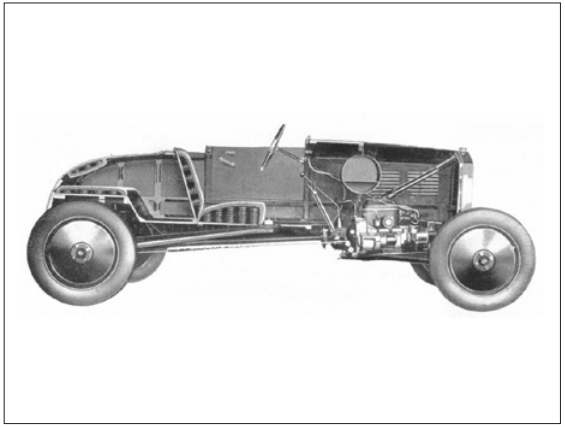
90
years

First DKW car

March 1928 – Jörgen Skafte Rasmussen, founder of the Zschopauer Motorenwerke, had been toying with the idea of manufacturing cars since the First World War. But first Zschopau concentrated on motorcycle construction – with great success.

The first DKW two-cylinder motorcycle made a comparatively powerful two-stroke engine available whose water-cooled version (500 ccm, 15 hp) drove the first DKW car. Rudolf Slaby, head of the DKW plant in Berlin, developed this conventional rear-wheel drive model. The overall body was unitary in wood and covered by colored artificial leather. The DKW car made its debut under the designation “P 15” at the spring trade fair in Leipzig in March 1928, and quickly found an enthusiastic clientèle.





60
years

NSU Prinz

March 1958 – In the mid-1950s, NSU was the world's largest two-wheel vehicle factory. In 1958, the company once more began turning out cars in the form of the Prinz, following an interruption of nearly thirty years.

While not a luxury model of impressive beauty, the NSU Prinz cut a bold and sporty figure in the compact car market that in those years was populating the roads.

Volume production began on March 11, 1958. The compact NSU came in two vehicle types: Prinz I as the "standard" version and Prinz II as the "luxury" version.

35
years

Audi 100 Avant (C3)

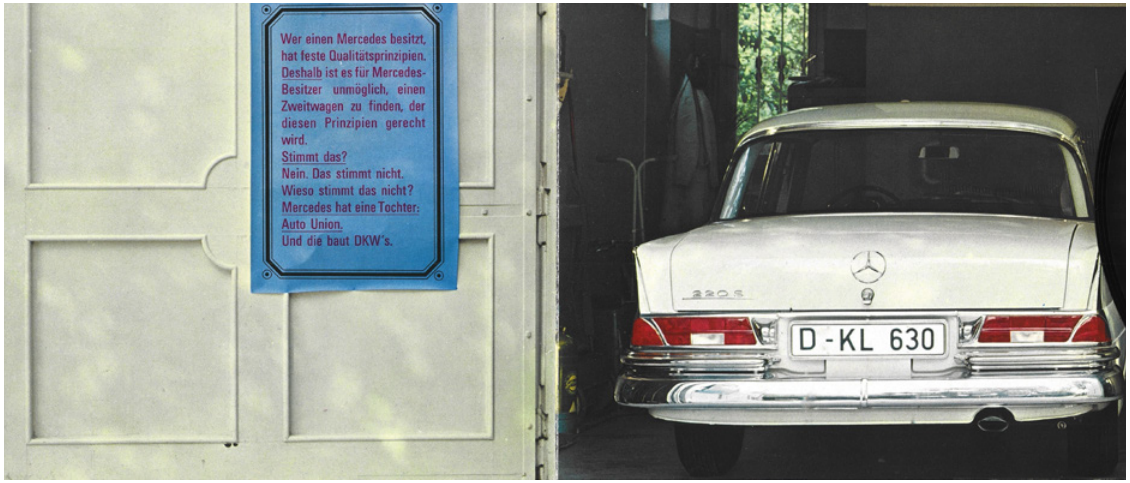
In March 1983, Audi presented the station wagon variant of the Audi 100 (C3). While dispensing with the predecessor model's hatchback, the designers could not bring themselves to introduce a fastback.

The 100 C3 Avant designated by Audi as a “sedan station wagon” fell stylistically between these two variants and boasted a giant luggage compartment and universal applicability. With a drag coefficient of 0.34, the Audi 100 Avant followed close on the heels of the Cd world champion sedan, and in its day was the most aerodynamic station wagon worldwide. By 1991, 110,375 Audi 100 C3 Avant units of all engine versions with front or four-wheel drive had been built.

60
years

Takeover of Auto Union GmbH by Daimler Benz AG

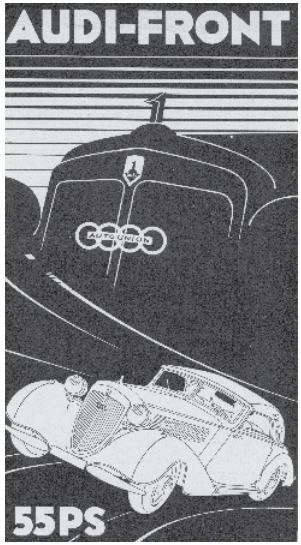
April 1958 – At the instigation of the industrial magnate Friedrich Karl Flick, a majority shareholder of Auto Union GmbH, Daimler-Benz AG acquired the qualified majority of 87.83 percent of Auto Union shares on April 24, 1958. On December 21, 1959, the remaining shares also became the possession of Daimler-Benz, so that from this point on Auto Union GmbH was a 100% subsidiary of the Stuttgart Group. The Ingolstadt company has belonged to the Volkswagen Group since 1965.



85
years

Audi Front

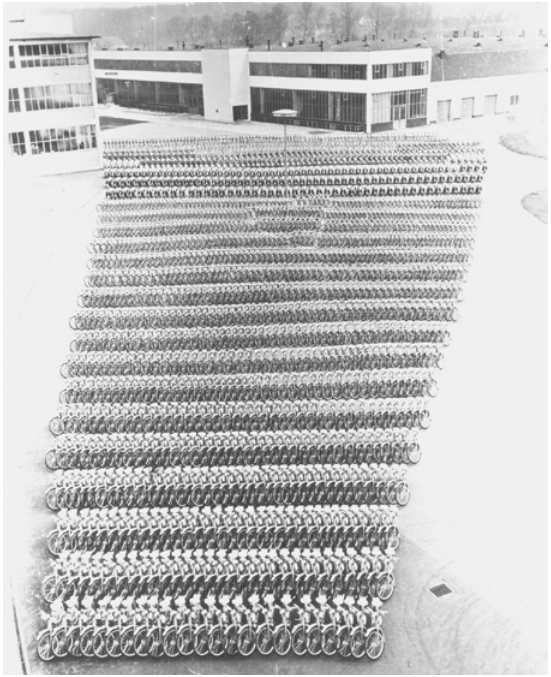
May 1933 – Following the establishment of Auto Union AG in 1932, the Audi brand serviced the upscale mid-sized model market segment within the new group of companies. For the first time, designers employed a sort of module system. The link between a 40 hp two-liter Wanderer 6-cylinder engine and the front-wheel drive already tested by DKW since 1931 embodied the technical parameters of the first Auto Union Audi. In spring 1933 the new automobile was launched on the market as the Audi Front UW. With this model, the Auto Union now also established the front-wheel drive in the mid-range segment and thereby underscored its pioneering role in the field of this drive concept.



55
years

End of NSU bicycle production

On May 6, 1963, NSU relinquished its licensed bicycle production to Heidemann-Werke KG in Einbeck. This move ended the 77-year tradition in Neckarsulm bicycle manufacture, and the once largest two-wheeler producer in the world turned exclusively to automotive production. The meager remains of motorcycle production had already been sold to Yugoslavia in 1962; merely the moped NSU Quick 50 remained in production as the last motorized two-wheeler in Neckarsulm until 1966, when the brand name NSU finally became history in the two-wheel sector. 1.75 million bicycles were produced in Neckarsulm in the course of 77 years.



45
years

End of production of the Prinz 4

July 1973 – On July 31, 1973 the last automobile called “Prinz” rolled off the assembly line. Twelve years earlier in June 1961 the vehicle was presented as the Prinz 4 and stood out with a wholly new body shape.

The angular body, inspired by the US Chevrolet Corvair, was designed by Claus Luthe. The kink in the beltline governed the style of all subsequent rearwheel drive NSU vehicles.

NSU’s advertising slogan “Drive a Prinz and you’ll be a king!” soon became known throughout Germany. The 500,000th Prinz 4, whose main export country had become Italy, was built in spring 1970. In total, 582,000 Prinz 4 units had been produced. That day brought to an end an episode in compact car history.

60
years

Groundbreaking for a new plant in Ingolstadt

In July, 1958, ground was broken for the construction of a totally new plant for Auto Union GmbH on the outskirts of Ingolstadt. By December of that year work had already been completed on the body shop.

Production began in summer 1959; it now became possible to gradually give up the old and in part inadequate production sites at the center of Ingolstadt. In 1962 the Auto Union plant in Düsseldorf, where until October 1961 production of DKW passenger cars had proceeded in parallel, was sold to Daimler-Benz. The entire Auto Union production was now concentrated in Ingolstadt.

90
years

NSU 7/34

August 1928 – Production of the 7/34 commenced in August 1928 at the NSU plant in Heilbronn. The engine was based on the 6/30, with the displacement increasing to 1,781 ccm. An enlarged bore hole, modified timing, reinforced connecting rod bearings and a modified cooling system contributed to the 6-cylinder engine model's stability. Nevertheless, the last independent pre-War NSU model was not granted a long life. At the instigation of Dresdner Bank, the heavily indebted NSU Vereinigte Fahrzeugwerke AG sold its automotive production to German Fiat. The latter continued building the facelifted 7/34 and included the car in its line of vehicles with further modifications as NSU model 405 through spring 1932.

80
years

Crash tests at the Central Testing Unit of the Auto Union

August 1938 – In 1938, Auto Union AG became one of the first manufacturers in the automotive industry to conduct systematic rollover and crash tests. The first rollover tests took place on August 31 and October 29, 1938, in Golm, a district of Potsdam. Various DKW models with sheet metal, wood and plastic bodies served as test vehicles. The aim was to study the various kinds of behavior of these bodies during a rollover. The tests even included ramming experiments on the premises of the Central Testing Unit (ZVA) of the Auto Union in Chemnitz, with models from the competition also participating.

40
years

Audi 80 B2

August 1978 – The new edition of the Audi 80 success model made its debut on August 30, 1978, in Nuremberg. The initial designs of the new Audi 80, internally designated “B2”, came from Rupert Neuner, and later, more near-production ones from Peter Birtwhistle. Technology head Dr. Piëch had the appearance checked by Giorgio Giugiaro and modified where necessary. Enlarged in all parameters compared with its predecessor, the new vehicle entered the market in four different engine versions. The base engine was the 1300 engine from the Audi 50 with 40 kW / 55 hp. The other engines drew 55 kW / 75 hp from 1.6 liters' displacement, with a register carburetor it was 63 kW/ 85 hp and as an injection engine 81 kW/110 hp.

In 1980 a 1.6-liter diesel engine was added; in fall 1981 a silky-smooth five-cylinder variant became available with the model designation Audi 80 CD, whose 85 kW / 115 hp engine stemmed from the Audi Coupé GT 5S.

The second generation of the Audi 80 also became a giant success. Over 1.3 million cars of this type were turned out during eight years of production.

20
years

Audi TT Coupé

August 1998 – In fall 1998 the first Audi TT Coupé units arrived at the Audi dealers. Only three years before Audi had presented the Audi TT concept car at the Frankfurt IAA. Like the concept car and the Audi A3 presented in 1996, the Audi TT was based on the transverse engine platform of the VW Golf IV. Audi was granted the opportunity to launch the new technology on the market even before the VW Golf appeared in 1997. The largest car magazine group in Europe, Auto Europe, selected Audi TT in March 1999 as Europe's “Car No. 1”, the best new automotive development of the year.

Besides the turbocharged 4-cylinder engines with 150, 180 and 225 hp, later years witnessed the 250 hp V6 as well as a 4-cylinder engine enhanced to 240 hp in the TT quattro Sport. Even in 2005, with the successor model of the second generation already at the starting gate, the two “mini” 4-cylinder engines could deliver 163 and 190 hp, respectively.

Audi manufactured the 178.765 TT Coupé over nearly eight years of production (through mid-2006).

65
years

Three-cylinder DKW F 91

September 1953 – Back in 1939, Auto Union AG of Chemnitz developed a new DKW model with a three-cylinder two-stroke engine up to the prototype stage, which was to be launched on the market in 1940 as the DKW F 9. The outbreak of the Second World War prevented this. 65 years ago, in March 1953, Auto Union GmbH in Ingolstadt presented the long-awaited three-cylinder model at the IAA in Frankfurt under the designation 3=6 Special Class, Type F 91. The somewhat puzzling suffix “3=6” was intended to indicate that a three-cylinder two-stroke engine has the power characteristics of a 6-cylinder engine, thanks to double the number of power strokes.

55
years

End of production of Auto Union 1000

September 1963 – The final evolutionary stage of this DKW archetype was the Auto Union 1000, construction of which began in 1962 at Ingolstadt. 55 years ago, in September 1963, an AU 1000 S Coupé de Luxe rolled off the assembly line in Ingolstadt as the final car of the 1000 series.

New models at
the IAA in Frankfurt

55
years

NSU/Wankel Spider

September 1963 – It was a sensation at the International Motor Show in Frankfurt in September 1963: the small open-body two-seater at the NSU stand, with a body based on the NSU Sport Prinz Coupé.

The really sensational feature of the car was its drive, however. The Wankel Spider was the world's first mass-produced vehicle to be driven by a single-disk rotary piston engine with 497 ccm chamber capacity, and delivered 50 hp. Since the early 1950s, NSU had been working together with Felix Wankel on implementing a wholly new engine concept. With the NSU/Wankel Spider, the Neckarsulm team demonstrated that this engine could run not only on the test stands. One year after its presentation, in September 1964, the compact NSU Spider entered production. But all the euphoria notwithstanding, customers were rather reserved in their response. 2,375 units of this first Wankel car were built between September 1964 and July 1967.

New models at
the IAA in Frankfurt

55
years

NSU Prinz 1000

September 1963 – The Prinz 1000 was also presented at the IAA in Frankfurt in 1963, and delivered to the dealers beginning in 1964. The 1000 series was supposed to increase the market share of NSU models and above all target that group of buyers taking joy in good, safe and sporty driving.

Compared with the Prinz 4, the overall length and wheelbase were larger, which in particular improved roadholding and ride comfort. A generously sized interior with a sporty instrument panel, elaborately designed seats and spacious storage compartments, adjustable fixed side windows and an effective ventilation and heating system ensured comfortable and fatigue-free driving. The Prinz 1000 was identifiable visually from the outside by its oval headlights, the air inlets on the sides, the new taillight design and acoustically by the “mellow” sound of the newly developed, extremely high-revving, air-cooled 4-cylinder engine. The drive unit was a paradigm of contemporary engine construction with overhead camshaft, fivefold mounted crankshaft, hardened cylinder barrels and a fully synchronized four-speed transmission.

New models at
the IAA in Frankfurt

55
years

DKW F 12 and DKW F 12 Roadster

September 1963 – In January 1963, Auto Union GmbH of Ingolstadt launched the DKW F 12 on the market as the successor of the DKW Junior de Luxe. In September 1963, the new model shared the spotlight at the IAA in Frankfurt. Besides a more spacious body, the F 12 featured an engine increased from 800 ccm to 900 ccm compared with its predecessor, with the production version delivering 40 hp.

Especially noteworthy was the use of disk brakes at the front axle – a novelty for a car of this class. In addition, customers could now request the F 12 with a transmission free wheel.

After Auto Union GmbH was taken over by Volkswagen in late 1964, production of the DKW F 12 ceased on April 3, 1965. To bring the plants to full operating capacity, the Auto Union plant in Ingolstadt began production of the VW Beetle one month later.

Visitors to the Auto Union stand in fall 1963 could also admire an open-body version of the DKW F 12.

The developmental work was performed by Karosserie Baur in Stuttgart, which also supplied the complete convertible top as an assembly. To underscore the sporty touch, engineers increased the output of the three-cylinder two-stroke engine to 45 hp at 4,500 rpm and set the chassis lower at the rear axle.

In January 1964, the Ingolstadt Auto Union plant started production of the DKW F 12 Roadster, turning out 2,804 units of the sporty 2+2-seater in the course of one year.

New models at
the IAA in Frankfurt

55
years

DKW F 102

September 1963 – At the 1963 IAA the Auto Union presented its latest mid-range model in the form of the DKW F 102, slated to succeed the outmoded AU 1000. As the first DKW, the F 102 had a unitary body; torsion bar springs at the axles provided excellent driving and suspension properties. The typical DKW three-cylinder two-stroke engine drew 60 hp from 1,200 ccm displacement at 4,500 rpm and was the first DKW model to come with a sealed thermostat-controlled coolant circuit with water pump.

In March 1964, volume production of the DKW final passenger car, advertised as the “formula of progress,” began.

35
years

Audi 200 C3

In September 1983, the second generation of the Audi 200 started rolling off the assembly line. The basis for the Audi 200 was the aerodynamically designed body of the Audi 100, which a year before had been launched on the market in its third generation (C3).

Externally, the Audi 200 differed from its smaller brother particularly in the modified bumpers, front spoiler, headlights with auxiliary high-beam emitter and a full-width rear light strip. The aerodynamically optimized body and the 182 hp turbo engine made the Audi 200 one of the fasted mass-produced sedans in the world. In summer 1984, the Audi 200 then also appeared in the quattro version. Starting in fall 1985, the Audi 100/200 bodies were fully galvanized to ensure optimal corrosion protection.

35
years

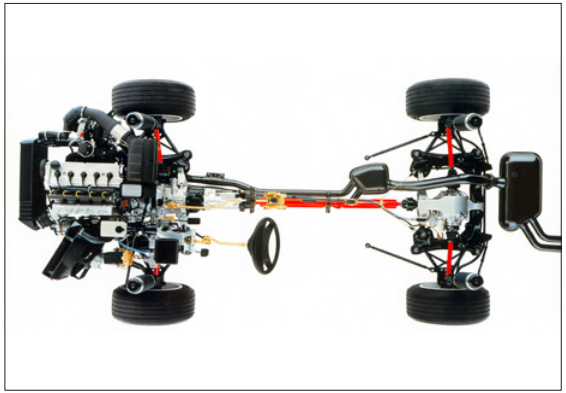
Presentation of the Audi Sport quattro

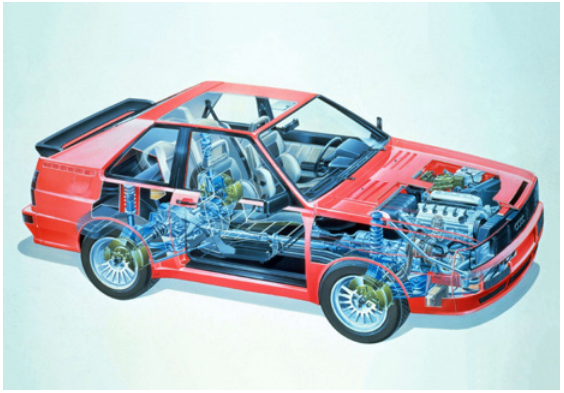
September 1983 – The Audi quattro and its permanent all-wheel drive presented at the 1980 Geneva Automobile Salon triggered the all-wheel drive vehicle wave throughout the world and revolutionized international rally events beginning in 1981. To keep the rally competition at bay also in the long term, in summer 1982 Audi in Ingolstadt began developing a quattro with shortened wheelbase and a dual camshaft engine with four valves per cylinder.

For running such a vehicle in rally group B, however, international sporting law required construction of a series of at least 200 units beforehand.

In September 1983 this series model made its debut as the Audi Sport quattro at the Frankfurt Motor Show. The “Little Guy”, as it was often lovingly called, abounded with high-performance technology. With 225 kW/306 hp, it was the most powerful German production car of its day. The developmental engineers had managed to strike a balance between a pure sports car with breathtaking performance data on the one hand and a reliable road vehicle that could also easily move through rush-hour traffic on the other hand. The body of the Sport quattro consisted of aramid and glass-fiber reinforced plastic as well as carbon fiber/Kevlar compounds, and was manufactured by the Baur body company in Stuttgart owing to the small number of units. Seger & Hoffmann of Switzerland supplied the corresponding body plastic parts.

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





30
years

Audi Coupé B3

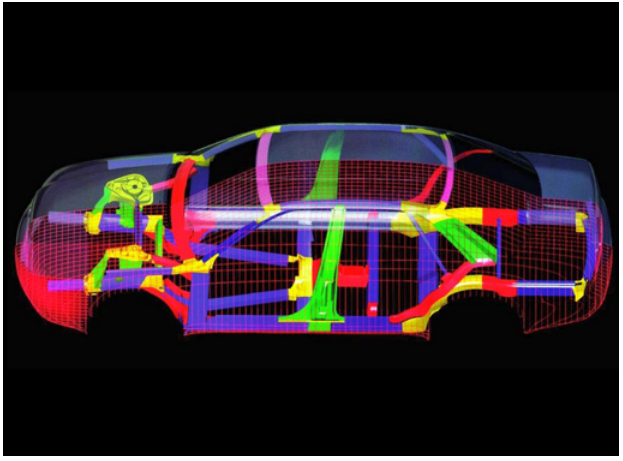
In September 1988, the folks in Ingolstadt presented the Audi Coupé, based on the technology of the Audi 80/90 of the B3 series. The new model entered production in December 1988, at first exclusively with five-cylinder engines. Four- and six-cylinder engines as well as a powerful 20-valve turbo engine completed the line of engines over the following years.

In December 1995, production of the Audi Coupé ended after a period of seven years and nearly 70,000 cars built.

25
years

Audi ASF

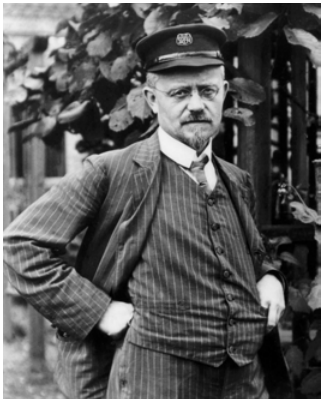
September 1993 – For many years AUDI AG had already been working together with the Aluminum Company of America (ALCOA) in developing an aluminum lightweight design production car. In fall 1993 at the IAA in Frankfurt, Audi presented the result of many years of research work in this field – the ASF (Audi Space Frame) aluminum concept car. The body surprised beholders with its many new design principles that made clear that the achievement involved more than the mere replacement of steel by aluminum. Engineers had developed a frame structure from aluminum extruded profiles, which in turn were interconnected by die-cast nodes. Inserted into the resulting body and contributing to reinforcement were the aluminum sheet metal parts.



150 years

August Horch – born on October 12, 1868

October 1868 – The son of a blacksmith, August Horch was born on October 12, 1868, in Winningen on the Mosel. Following studies at a Mittweida Technical College, Horch joined Carl Benz in 1896 in Mannheim, where he headed motor vehicle construction until 1899. There he accompanied and help shape the beginnings of automotive engineering. That same year he set up a small independent motor vehicle repair service in Cologne.



In 1901 he built his first automobile. In 1902 he moved with his company to Reichenbach in Vogtland, finally locating the Horch Works in Zwickau just two years later.

In 1909, following a dispute, August Horch left the company he founded and just a few weeks later established a second automotive plant, to which in 1910 he gave the name “Audi”, the Latin translation of his family name. In 1920 he resigned from the Board of Management of Audiwerke AG, in order henceforth to serve as an expert and assessor in the field of automotive technology. On establishment of Auto Union AG in June 1932, August Horch was appointed to the Supervisory Board of the new group of companies. On February 3, 1951. Dr. h.c. August Horch died in Münchberg in Upper Franconia.

65
years

NSU Quickly

October 1953 – At the 2nd International Bicycle and Motorcycle Exhibition (IFMA) in October 1953, NSU presented the successor of its successful NSU Quick. Requiring neither registration nor a license, the untaxed 50 ccm NSU Quickly delivered 1.4 hp, enough for a maximum speed of 40 km/h (24.9 mph). The lightweight two-speed model, equipped with pedals as required by regulations, weighed only 33 kilograms (72.8 lb) and pushed to the limit the regulations enacted in January 1953 for the new type of vehicle. They had legally defined the bicycle with its auxiliary motor as a motor vehicle with 50 ccm displacement and a maximum weight of 30 kg (66.1 lb) (+ 10% tolerance); foot pedal dimension and the minimum wheel diameter were specified.

With slogans like “Why walk? Buy quickly a Quickly!” the snappy NSU advertising converted even die-hard pedestrians to the motorized two-wheeler. The NSU Quickly-N, the base model without rear-wheel suspension, alone found over 540,000 buyers in the course of nine years of production.

60
years

End of motorcycle production in Ingolstadt

October 1958 – During the mid-1950s the German motorcycle industry was more and more experiencing a crisis. During the period of German Economic Miracle, customers were eager to switch from two-wheelers to automobiles, however small they may be. The motorcycle was considered a mere means of transportation; it did not yet have the aura of a sporty recreational vehicle with the promise of freedom. For the first time, Auto Union GmbH in Ingolstadt also suffered a drop in sales of the once-beloved DKW two-stroke motorcycles. In early October 1958, Ingolstadt terminated its complete two-wheeler production, and sold it to the Zweirad Union (Victoria and Express) in Nuremberg.

40
years

Audi five-cylinder diesel engine

October 1978 – In 1976 the second generation of the Audi 100 appeared in a fully new garb. With its large front and rear lights and the turn indicators recessed in the front, the new Audi 100 presented a more elegant and dynamic appearance compared with its predecessor.

In fall 1978, Audi presented its first production diesel passenger car – the Audi 100 5 D. The extremely frugal two-liter five-cylinder naturally aspirated diesel engine delivered 51 kW/70 hp and drove the 1,200 kilogram (2645.5 lb) sedan to a maximum speed of 150 km/h (93.2 mph). Even before the product presentation in Friedrichsruhe Castle at Öhringen, the new model began a journey around the world under the leadership of the test engineer Jörg Bensinger. Following occasional hair-raising adventures, the globetrotters returned to Germany exactly on the day of the premiere.

30
years

Audi V8

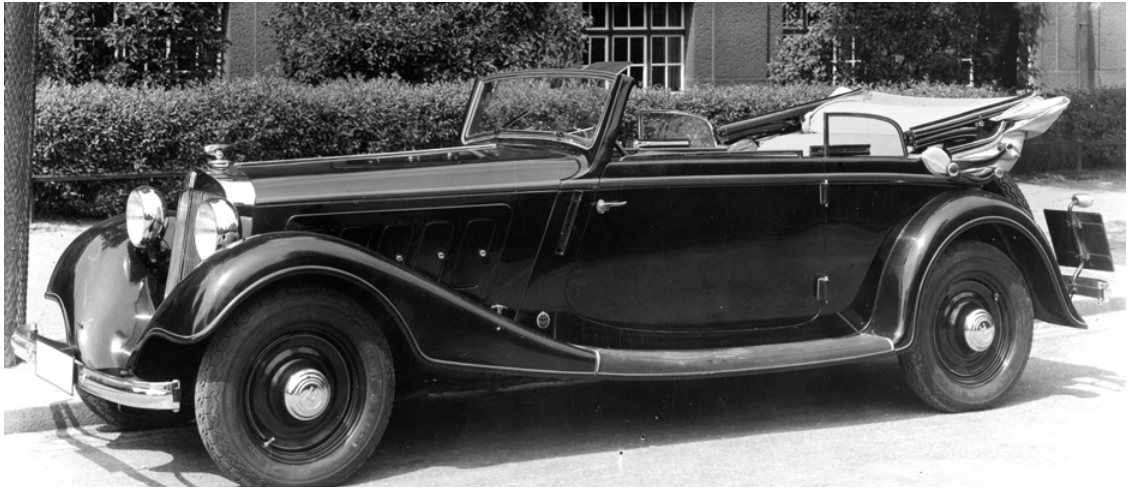
In October 1988, AUDI AG presented the Audi V8, bringing the company into the premium segment for the first time. The Audi 8-cylinder model was first driven by a 184 kW (250 hp) 3.6 liter light-alloy engine and featured an impressive array of technically innovative details such as permanent all-wheel drive, four-valve technology and a four-speed, electronically controlled automatic transmission.

85
years

First Horch V8

October 1933 – More than half a century earlier, the Auto Union brand Horch already had a V8 cylinder engine for sale. In 1932 Horch made the decision to develop a “small” Horch with a V8-cylinder engine that could appeal to sophisticated buyers of the luxury class. Preliminary work on a three-liter engine that would output 62 hp had begun under the former Engine head Fritz Fiedler.

His successor Werner Strobel brought the V8 to production maturity. The engine with a cylinder angle of 66 degrees and lateral valves first appeared in the Horch 830 at the Berlin Auto Show of 1933. Up to the war-related cessation of passenger car production, the V8 passed through four stages of evolution and in its final version increased to a displacement of 3.8 liters and an output of 92 hp.



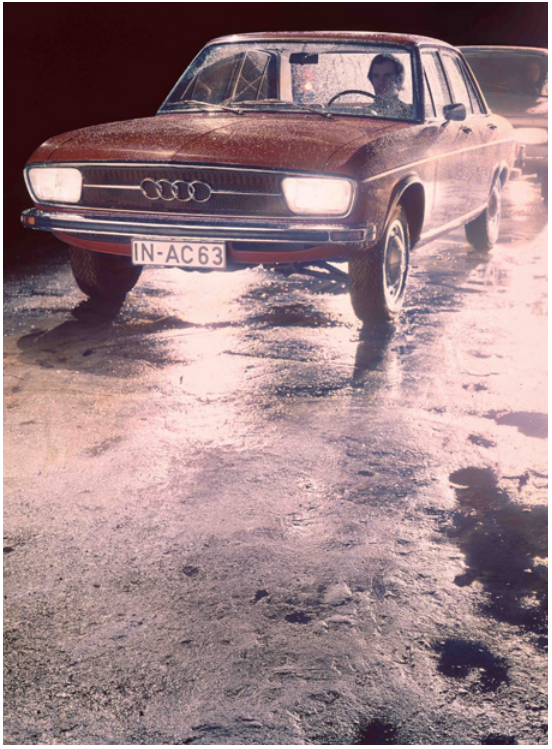
50
years

Audi 100

November 1968 – The development of the Audi 100 began in all secrecy in the mid-1960s. Auto Union GmbH in Ingolstadt had just been acquired by Volkswagenwerk AG, and the latter had issued the directive that the subsidiary in Ingolstadt was not to undertake any new developments. Wolfsburg's official assignment for the Ingolstadt technicians provided only for support of the current models, and nothing more.

Ludwig Kraus, then Technical Director at the Auto Union, did not bother about such restrictions. For him it was clear that the Auto Union would have a chance at surviving as an independent company only if a mid-range model of contemporary design were to supplement the Audi model series just newly introduced in 1965.

Auto Union head Rudolf Leiding discovered the work on this mid-range car rather accidentally, on encountering a 1:1 plasticine model in the styling shop. After in-depth discussions with his head technician, he gave the go-ahead for continued development. Finally, the Volkswagen Board of Management could also be persuaded.



On November 26, 1968, Auto Union GmbH invited its dealers and the media to the Ingolstadt City Theater, where the brand-new Audi 100 was presented for the first time. This model marked the entry into the hotly contested market segment of upscale mid-sized cars.

The Audi 100 quickly developed into a bestseller and last but not least thereby underscored the independence of Audi within the VW Group.

40
years

VW Iltis – an off-road vehicle from Ingolstadt

November 1978 – In the mid-1970s, VW AG was requested by the Federal Ministry of Defense to develop an all-terrain four-seater. Given the relatively low number of units (the requirement was specified as 8,800 units), VW passed the development and production order on to AUDI NSU, especially since the Ingolstadt organization already had acquired extensive experience in the field of all-wheel-driven vehicles from building the DKW MUNGA (1956 - 1968) for the Bundeswehr.

In November 1978 the VW Iltis was presented. The off-road vehicle embodied many tried and tested design principles of the DKW MUNGA. A 1.7-liter Audi 4-cylinder engine with 75 hp drove the VW Iltis. The Iltis acquired particular importance for Audi by serving as the starting point for the idea of a sporty passenger car with permanent all-wheel drive, the future Audi quattro. Altogether 9;547 VW Iltis were built over a production period of five years.

50
years

Final DKW built

December 1968 – The final DKW model built was the off-road vehicle Munga. In early 1953 Auto Union GmbH began developing a lightweight off-road vehicle. At the end of 1956 the DKW F 91/4 – the model designation stood for “DKW F 91 with four-wheel drive” – was introduced as a standard vehicle of the 0.25 t payload class for the newly organized Bundeswehr.

To improve the sales opportunities in the civilian market, in 1957 the Ingolstadt engineers developed the six-seated platform version F 91/6. In 1962 the army introduced an eight-seat platform version with an elongated body, designated F 91/8.

In 1962 the DKW off-road vehicle received the model designation MUNGA, which stood for “Mehrzweck UNiversal Geländewagen mit Allradantrieb” (multi-purpose universal offroad vehicle with all-wheel drive). Production of the final DKW vehicle model ended in December 1968, after the Bundeswehr contract ran out.

Motorsports

80 years

The successes of Ewald Kluge with DKW

1938 – Ewald Kluge was born on January 19, 1909, in Lausa near Dresden. In 1934 DKW signed him on as a racing mechanic and substitute driver and during the same year he became a member of the plant team for the international six-day trip. Through skill and ambition he acquired a spot on the DKW plant motorcycle racing team in 1935. Between 1936 and 1939 he became German Champion four times in the 250 class charge pump DKW, between 1938 and 1939 European Champion in the 250 class and, again in 1938, German Mountain champion.

The Tourist Trophy on the Isle of Man has been awarded since 1907. Along a 60 km (37.3 mi) circuit, the so-called “Mountain Course”, the race follows public roads around the island. Kluge competed in the 250 DKW in June 1938. After more than 3 hours he won the Lightweight TT as the first German driver, with an average speed of 126.3 km/h (78.5 mph). He arrived at the finish line 11.10 minutes ahead of second place! This first victory of a two-stroke motorcycle in the toughest motorcycle race in the world also astonished the experts.

Following a long period as a prisoner of war, Ewald Kluge became active for the Auto Union again in 1950. A severe fall along the Nürburgring ended his career in 1953. On August 19, 1964, he died of cancer in Ingolstadt.

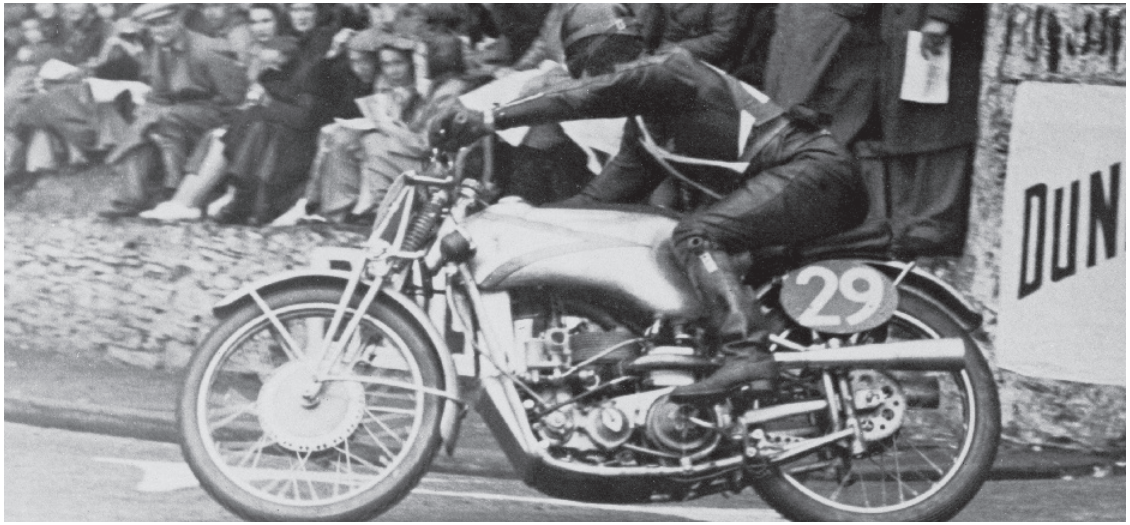
Motorsports

80

years

DKW racing victories

1938 – The track record of the DKW racing team during the 1938 motorcycle racing season was something to be proud of. The plant drivers won 34 victories, came in second place 26 times, third place 25 times and fourth place 19 times, along with winning the European Championship in the 250 class, the German Championship in the 250 and 350 classes and the German Mountain Championship in the 250 class. The team was also extremely successful internationally, as was documented by Belgian Championship in the class up to 175 ccm and by the Dutch, Yugoslavian, South African and Swiss Championships in the class up to 250 ccm displacement.



Motorsports

80

years

Auto Union Grand Prix type D racing car

1938 – For the 1938 racing season, when a new international Grand Prix rule limited engine sizes to a displacement of 3 liters, Auto Union engineers under the leadership of Robert Eberan-Eberhorst developed the twelve-cylinder Auto Union type D racing car. The basic technical concept of the car – mid-engine arrangement, torsion bar suspension, compressor motor – derived from the predecessor model type C developed by Ferdinand Porsche for the Auto Union. In its first version with a single compressor, the type D delivered 420 hp; in 1939 a power-enhanced version with dual compressor engine appeared, bringing 485 hp to the rear wheels.

The initial test drives took place in March 1938 in Monza. The type D made its racing debut on July 3, 1938, at the GP races in Reims. The twelve-cylinder car celebrated its first Grand Prix victory with Tazio Nuvolari at the wheel on September 11, 1938, at the Italian Grand Prix in Monza. The final racing victory of an Auto Union Grand Prix car occurred on September 1, 1939, in Belgrad, again with the dual compressor model. The lead drivers for Auto Union in this racing car were Tazio Nuvolari, Hans Stuck, H.P. Müller, Georg Meier and Rudolf Hasse.

Motorsports

40

years

Audi Sport

1978 – In 1964 the Auto Union Sport department was dissolved. For many years the use of Audi models in sport racing had been left up to private drivers, whom the plant rewarded with win bonuses and plant trophies beginning in 1973. Among the most successful Audi drivers of that day were Audi tuner Johann Abt and Hans Joachim Nowak, champions in the Audi testing department.

In 1978 Audi established a Sport department that was to prepare the use of the Audi quattro in the rally world championships from 1981 on, will full concentration directed at this goal. Circuit racing continued to be a matter for the private drivers. Hans Joachim Nowak's successes made Audi sit up and take notice, however; from now on, its dedication to European touring car championships would have plant support. Responsibility for the Sport department and its operations in the European Touring Car Championship as well as the German Rally Championship lay with Jürgen Stockmar, who at the same time was also in charge of suspension adjustment in Preliminary Development.

In 1980, Stockmar succeeded in getting the ban on all-wheel drive vehicles lifted in the FIA and thereby opening the way for successful operations with the Audi quattro.

Motorsports

35

years

Hannu Mikkola: Rally world champion driver

1983 – the first year of the later legendary group B in the World Rally Championship. The long Audi Rally quattro vehicles now featured body components made of Kevlar, aluminum engines, tires from a new supplier and much more. In the middle of the season Audi added a further evolutionary model, whose modified displacement allowed the homologation in the class up to 960 kg vehicle weight. Hannu Mikkola, one of the most senior Audi pilots, pushed the quattro to success after success in the 83rd season. Out of twelve championship races Mikkola won four, and came in second three times and fourth once.

With 125 points, the “Flying Finn” safety left the second-place car behind to win the title of world champion driver. With a difference of merely two points, Audi scored second place in that year's World Brand Championship.

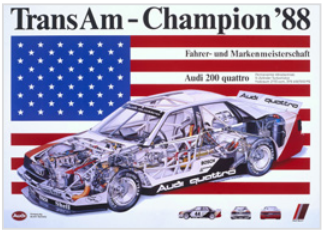
Motorsports

30

years

Audi 200 TransAm

1988 – Eight wins in 13 races, early brand champion, early title in the driving championship for Hurley Haywood – probably no one had expected such a start of the Audi debut in the North American Trans-Am Championship of 1988. With its greatly modified Audi 200 quattro, Audi emphatically demonstrated the superiority of the quattro principle to the New World. Audi engineers had teased 510 to 550 hp from the 2.1-liter five-cylinder engine – the two-valve cylinder head notwithstanding. An XXL exhaust turbocharger with a maximum charge pressure of 2.8 bar gave wings to the nearly 1,200 kg (2,645.5 lb) sedan. Additional weights and air flow restrictions stipulated in the course of the season did not prevent Audi drivers Haywood, Stuck and Röhrl from dominating the championship.



Motorsports

25

years

Audi 80 quattro 2.5 DTM prototype

1993 – To end the constant squabbling within the DTM and to increase planning reliability for manufacturers and teams, a new rule was laid down for the 1993 DTM season prescribing a standardized displacement of 2.5 liters. In line with this new rule, the Audi Sport department constructed an Audi 80 quattro with V6 engine for DTM use. When it became known, however, that the Oberste Nationale Sportbehörde (Supreme National Sport Authority, ONS) in Germany reserved the right, despite the clear-cut rule, to intervene in a regulatory manner in the case of a brand's advantage with additional weights, further trouble became inevitable. “We shouldn't have introduced a new set of rules,” admitted the supervisors of the manufacturer teams. In reaction, BMW, Audi and Opel withdrew from the DTM. Audi then stopped further development of the Audi 80 DTM with a 6-cylinder engine, which was never able to demonstrate its racing performance.

Motorsports

25

years

Entrance of the 2-liter STW

In 1993 Audi shifted its racing activities from the DTM to the 2-liter touring car class. In France, the Ingolstadt crew took part in the French Supertourisme Touring Car Championship, which Frank Biela won straightaway in an Audi 80 quattro.

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