



Sport Sponsoring Communications

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Audi Football Summit: FC Bayern welcomes Marseille

- **Friendly match as dress rehearsal for the restart of the Champions League**
- **Kick-off at FC Bayern Campus at 4 pm on Friday, July 31**
- **Match forms the highlight and conclusion of the Audi Digital Summer Tour**

Ingolstadt, July 21, 2020 – Sporting conclusion to the Audi Digital Summer Tour and the perfect dress rehearsal for the restart of the Champions League just one week later: On July 31, FC Bayern Munich will welcome the team from Olympique Marseille at the FC Bayern Campus. The kick-off of the Audi Football Summit is at 4 pm.

From July 25 to August 2, the Audi Digital Summer Tour gives all of the fans the opportunity to experience FC Bayern Munich's preparations for the restart of the Champions League and the new season in real time. This includes numerous activities on the social media channels, digital autograph sessions and virtual fan challenges. The sporting highlight is the friendly match between Bayern and Olympique Marseille.

The Audi Football Summit against the nine-time French champions and runners-up of the season that has just ended comes at the perfect time: just one week later, FC Bayern will meet FC Chelsea in the postponed second leg of the Champions League round of sixteen. A few days later, the final tournament begins in Lisbon with the quarter-finals, semi-finals and the final on August 23. In mid-September, the new season will begin for the record-scoring German champions with the opening of the German DFB-Pokal.

The Audi Football Summits have a long tradition: In the past two years, the Bavarians met with Arsenal London, Real Madrid, Juventus Turin and Manchester City, among others, during their summer preparations in the USA. The year before, they played against Arsenal London and AC Milan in China. Once again, the many Bayern fans in the United States and Asia will be able to follow their team's dress rehearsal: The kick-off time of 4 pm has been set so that the game can be broadcast in all time zones.

Audi has been on FC Bayern Munich's side since 2002 and has repeatedly vitalized the partnership between the two premium brands with joint events. One of the highlights is the Audi Summer Tour, which this year will be largely virtual due to the pandemic, as well as the Audi Cup, which is played every two years. All of the players and officials of the team drive Audi



cars, among them are more and more models of the purely-electric Audi e-tron.

– End –

Fuel consumption of the models named

Audi e-tron:

Combined electric power consumption in kWh/100 km (62.1 mi): 26.6–22.4 (WLTP); 24.3–21.0 (NEFZ); Combined CO₂ emissions in g/km: 0

(Information on fuel/electricity consumption and CO₂ emissions in ranges depending on the equipment and accessories of the car)

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 1.845 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. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.
