

Alpine Ski World Championship in Val d'Isère Sporting the Four Rings

When the stars compete at the Alpine Ski World Championship from 2 to 15 February 2009 the international skiing community will be focusing its attention on Val d'Isère, France, for two weeks. AUDI AG – as previously in St. Moritz and Bormio – will again be Presenting Sponsor of the season's most important competitions in alpine skiing. The Four Rings will be featured in various ways, including on the start house, on banners lining the track and at the finish, on the back wall of the winners' podium, on a hot air balloon and, of course, on the official World Championship logo.

At an altitude of 1 800 metres, the fans will be in for a high-calibre winter sports spectacle: 350 athletes from 60 nations will compete in a total of eleven disciplines. 1 500 media representatives have already announced their attendance. In total, more than 600 hours of skiing coverage are to be aired around the world from France.

Audi's commitment to Ski World Championships has a tradition. As early as in 2003 in St. Moritz, in 2005 in Bormio and in 2007 also in Åre, via its Swedish importer, the company was present with an extensive programme. In addition, for over two decades, Audi has been the main sponsor of the German Ski Association (DSV) with five national teams – not only by providing financial support but also by accompanying numerous joint events and activities. The athletes value the advantages of the quattro drive when Audi models safely take them to training sessions and World Cup events.

Furthermore, Audi is now accompanying the "Audi FIS Ski Word Cup" as Title Sponsor for the seventh year – a successful partnership with a future as Audi and the FIS have extended their agreement by another four years up to and including the 2011/2012 season. Not only the DSV but also the alpine national teams from Sweden, Finland, France, Liechtenstein, Italy and the athletes from Austria and the United States can rely on the equally sporty and safe power of their automotive companions from Audi. In addition to the vehicles provided to active skiers, officials and coaches, the athletes benefit from the company's technical know-how in the field of aerodynamics. The teams regularly train at the Audi wind tunnel centre in Ingolstadt in order to thus gain a crucial edge in the fierce competition.