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“Consistently Classic”: Audi and the Salzburg Festival Celebrate 25-year partnership

• Audi China and the Salzburg Festival introduce 2020 program to Chinese audiences
• Audi is committed to the development and popularization of art in Chinese society
• Double anniversary celebration in 2020: 100 years of the Salzburg Festival and 25 years of partnership with Audi
• Audi VIP shuttles in Salzburg to offer VR in-car entertainment experience

Beijing, October 30, 2019 – Audi China and the Salzburg Festival introduced the 2020 program for The Salzburg Festival to the Chinese audience during a joint press conference in Beijing today. Audi and the Salzburg Festival will celebrate the 25th anniversary of their partnership in 2020, the same year the globally-renowned festival enjoys its 100th birthday.

As part of its worldwide CSR strategy, Audi has been promoting and supporting cultural activities around the world for more than 55 years, and it has been a main sponsor of the Salzburg Festival since 1995.

“Audi is proud of its long-term cooperation with the Salzburg Festival. We are pleased to be celebrating 25 years of cooperation between premium arts festival and premium brand,” said Audi China President Gaby-Luise Wüst. “Cultivating and promoting the arts in society has long been a key pillar of Audi’s CSR strategy, both globally and in China. It underscores our dedication of creating a better life for people.”

Throughout its over 30-year success story in China, Audi has been devoted to fulfilling its social responsibility. The sustainable mobility provider is a long-time supporter of cultural programs in China. Together with its joint venture partner FAW-VW it has also supported the Beijing Music Festival, which has brought world-class musicians to audiences in China. It is also committed to supporting the development of young Chinese talents. Audi China has been supporting the Formula Student Racing Team of Tsinghua University since 2013 to develop electric vehicles by providing funding, technical exchange, as well as organization support and career opportunities.
As part of its partnership with the Salzburg Festival, Audi provides exclusive shuttle services that are enjoyed by around 3,500 guests each year. In 2020, Audi will bring a futuristic experience into its cars: guests will experience the history of the Salzburg Festival via VR-technology while using the Audi shuttle service driving the “city of music”.

The immersive technology was initially developed at Audi and will now be commercialized as an open platform by the startup holoride. Audi has co-founded holoride and holds a minority interest in the startup through the subsidiary Audi Electronics Venture GmbH.

Globally acclaimed, the Salzburg Festival was founded in 1920 and attracts culture lovers from around the world to enjoy opera, theater and concerts in Salzburg, Austria. Since 2006, the Audi Night has become a highlight of the social calendar during the festival that attracts the guests of Audi to Salzburg, where unique flair and a superb cultural experience awaits.

“Audi and the Salzburg Festival are ideal partners,” said Helga Rabl-Stadler, President of the Salzburg Festival, “We share the same passion for quality and excellence. Our roots lie in long-term tradition and our success is our spirit for innovation. We are very grateful to Audi to enable so many important projects which could not be realized without Audi’s support.”

One of the highlights of the partnership between Audi and the Festival is its annual guest appearance in Ingolstadt where the “Audi Summer Concerts” presents top-class artists since 1994. It is The Salzburg Festival’s only summer guest appearance. This year, Orlando di Lasso’s *Lagrima di San Pietro* staged by Peter Sellars and performed by the Los Angeles Master Chorale enchanted audiences in the city where AUDI AG is headquartered.

The Salzburg Festival enjoyed another successful year in 2019, with a program that offered 199 performances at 16 venues in 43 days. The festival welcomed 270,584 visitors from 78 nations, of which 40 were Non-European. The festival in 2019 matched the record it set the previous year, with a total of 97% of its seats sold. Audi Night 2019 delighted audiences from around the world with the performance of the opera *Salome*, a masterpiece by Richard Strauss, one of the founders of The Salzburg Festival.
About Audi

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 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 motorcycles of the Ducati brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.