

Audi celebrates Family Festival

- A varied program for around 90,000 guests at the Audi sites in Ingolstadt, Münchsmünster, and Neuburg
- Exclusive glimpses behind the scenes: guests can discover points of interest, such as the wind tunnel or the production facility for the Audi Q6 e-tron series
- Audi CEO Gernot Döllner: “Our Family Festival is a thank you to the Audi team and their families”

Ingolstadt/Münchsmünster/Neuburg an der Donau, October 5, 2023 – The Audi Family Festival will take place on Saturday, October 7, 2023, under the motto “Experience Audi!”. Around 90,000 guests have registered for the event at the Ingolstadt, Münchsmünster, and Neuburg sites. Audi employees and their families will learn about production and technical development, meet high-profile athletes, and enjoy a cultural program with more than 160 musicians, including Audi employees, performing on eight stages.

“Audi thrives thanks to our strong team,” says new Audi CEO Gernot Döllner. “Days like this show what we can put on the roads with our Audi spirit. Guests will get a behind-the-scenes look at how we develop and build great cars at our plants, cars that delight customers around the world.” Audi employees will provide insights into their work and the future viability of the main plant in Ingolstadt, where the Q6 e-tron series - the first fully electric model to come from Ingolstadt, is built. And it’s not only the product that is sustainable; [production at the plant itself will be net carbon neutral from 2024.](#)

The Audi family puts on a celebration for the whole family

From body construction and Audi Sport customer racing to corporate citizenship: In recent months, numerous departments have worked to bring the brand’s past, present, and future to life. It will be a celebration by the Audi family for Audi families. And there will be something for everyone, whether they are a fan of technology, music, or motorsport.

Guests can look forward to an exclusive glimpse into the production and technical development areas – and in keeping with the event’s motto, “Experience Audi!”, even try out the latest technology: A robot dog will do 3D scans and even climb stairs, a football robot – actually a welding robot – will challenge guests to a match, and a robot arm with a seat will thrill as a car-building rollercoaster that hoists the brave aloft. In Münchsmünster, production will be underway, so guests can see firsthand how aluminum ingots are melted into body parts in the foundry. These are all opportunities to get to know exciting jobs with the brand with the four rings.

Exclusive tours, high-tech you can touch

Ingolstadt facilities open to festival goers include the Design Center, production halls, and the plant’s fire department. Audi will also allow guests to look inside buildings that are usually only accessible with special permission, such as the master jig and various laboratories. Guests will also be invited to take a seat in an Audi:

as well as test drives with electric models, there will be unforgettable moments on the test track in Neuburg. For example, in an Audi R8 LMS GT2 – its 640 PS makes it the most powerful sports car in the history of Audi's customer sports program. Formula 1 fans will get the chance to demonstrate their skills with an impact wrench during a timed tire change. A photo opportunity with the F1 show car in the striking Audi Launch livery will make the hearts of racing fans beat faster, as will a race against the clock on well-known Grand Prix circuits in the esports simulator.

Checker Tobi, 160 artists, and high-profile athletes in attendance

Around 160 artists, including many talented employees and the Georgian Chamber Orchestra Ingolstadt, will provide a varied supporting program on eight stages. Young guests can look forward to children's concerts, a reading area, face painting, and car painting finger paints. TV star Tobias Krell, known as Checker Tobi, will also bring his interactive show to the stage.

Celebrities from the world of sports have also confirmed their participation: The FC Ingolstadt team and an FC Bayern Munich legend will compete in a goal wall shooting contest. The Ingolstadt Dukes will be accompanied by their cheerleaders, and ERC Ingolstadt will bring their mascot, Xaver.

Team spirit takes center stage

"In recent years, personal meetups have often been neglected. We've missed that," says Xavier Ros, Member of the Board of Management for Human Resources and Organization at AUDI AG. "The Family Festival is a great opportunity to come together again as a team and strengthen our community."

The last large-scale Ingolstadt Family Day was held in 2014. This year, the Audi family has enjoyed several occasions. The Neckarsulm site hosted a Family Day in July under the motto "150 years as an engine of change". Audi Hungaria celebrated its 30th anniversary and marked it with an open day in July, and Audi México will host another Family Day later this year.

Please note: Photos will be available in the Audi MediaCenter from around 3 PM on the day of the event. Impressions can also be found on social media using the hashtag #WeAreAudi.

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In 2022, the Audi Group delivered 1.61 million Audi vehicles, 15,174 Bentley vehicles, 9,233 Lamborghini vehicles, and 61,562 Ducati motorcycles to customers. In the 2022 fiscal year, AUDI Group achieved a total revenue of €61.8 billion and an operating profit of €7.6 billion. Worldwide, more than 87,000 people worked for the Audi Group in 2022, over 54,000 of them at AUDI AG in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.
