



Audi of America Communications

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Audi delivers holiday surprise to six brand enthusiasts

- **Audi partners with prominent motorsports photographer to create original art from fan's Instagram photos**
- **Each poster represents a special story of an Audi fan and their car**
- **Fans received their personalized works of art just in time for the holidays**

HERNDON, Virginia, December 17, 2015– This holiday season, Audi surprised six fans with custom vintage themed posters, inspired by their own Instagram photos and featuring their Audi.

Audi partnered with prominent Paris-based photographer and car enthusiast, Amaury Laparra, to create original posters, inspired by fan-submitted photos of their cars. Laparra uniquely blended various design elements from vintage motorsport posters and fashion ads with each fan's photo, creating truly imaginative pieces of art that captured the fan's love of the brand and their car.

"The biggest challenge was to create a piece of art that reflected the style of a classic racing poster while remaining true to the history behind each fan's Audi," said Laparra.

The six fans were selected based on their brand enthusiasm and show of love for their Audi on Instagram. Laparra worked with the fans to learn the story of their cars and make sure each poster was a reflection of the owner. The pieces were then gift wrapped and sent to the fans as an early holiday surprise.

"What an amazing surprise to receive for the holidays," said Erik Dietz, founder of the Audi Club of Los Angeles. "I admire the artist's attention to detail and the way he highlighted my favorite aspect of my Nardo Gray R8, which is the last manual ever to be made."



“We know that behind every great Audi fan photo is an even better story,” said Loren Angelo, Director of Marketing for Audi of America. “With the fan-inspired art we wanted to recognize our customers and our incredible fans who demonstrate their enthusiasm for our products every day.”

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ABOUT AUDI

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands globally. The Audi Group delivered over 1,741,000 vehicles to customers globally in 2014, and broke all-time company sales records for the 5th straight year in the U.S. Through 2019, AUDI AG plans to invest about 24 billion euros - 70 percent of the investment will flow into the development of new models and technologies. Visit www.audiusa.com or www.audiusa.com/newsroom for more information regarding Audi vehicles and business topics.