



Media Release

Audi Becomes New LUCERNE FESTIVAL Sponsor Three-Year Agreement as Official Car Carrier

Starting with the Festival year 2009, LUCERNE FESTIVAL will welcome Audi as a new partner in the “car” category. The agreement grants Audi the status of Official Car Carrier for all three festivals (Easter, Summer, Piano) and the status of Sponsor of LUCERNE FESTIVAL in Summer.

Over the next three years Audi will support LUCERNE FESTIVAL with a sponsorship donation and supply the vehicle fleet for its artists management. The amount of the donation has been kept secret. Audi will introduce itself on 30 August 2009 at a concert of the Dresden Staatskapelle under Fabio Luisi, with the Chinese star pianist and Audi ambassador Lang Lang appearing as soloist.

Artistic and Executive Director Michael Haefliger sees unifying elements in the philosophies of both enterprises: “In Audi we have a partner that places maximum value on excellence and evolution, just as we do. And Audi has been supporting outstanding classical music festivals for more than two decades. This sustained effort bears witness to a firm cultural commitment and leaves me very impressed.”

Ernesto Larghi, Brand Chief at AMAG Automobil- und Motoren AG, is equally excited: “The partnership with LUCERNE FESTIVAL is one of the pillars of our commitment to culture. It combines our claim of presenting only the very best quality and our goal of providing innovative impetus for the future.”

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