

# Audi's Quattro history

*Student project*

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This study presents the evolution of the Audi car brand in the field of Motor Sport with the Audi Quattro model and the performances achieved in the world rally championship, being a pioneer in this field.

The headquarters of German luxury car manufacturer Audi AG are located in Ingolstadt, Bavaria. Operating as a division of the Volkswagen Group, Audi manufactures automobiles across nine global production sites.

The company's complicated beginnings may be traced to August Horch, an engineer who founded the Audiwerke and Horch in the early 20th century (1868–1951). Auto Union was founded in 1932 with further contributions from two firms, DKW and Wanderer. When VW bought Auto Union from Daimler-Benz in the 1960s, the current Audi era officially began. Following the 1965 release of the Audi F103 series, which revitalized the Audi brand, Volkswagen merged Auto Union with NSU Motorenwerke in 1969 to become the firm that exists today.



Audi has participated in a number of motorsports. Following its triumph in circuit racing in North America, Audi achieved success in the Touring and Super Touring divisions of motor racing.

Audi debuted the Quattro, a turbocharged, four-wheel drive (4WD) vehicle that would go on to win races and rallies all over the world, in 1980. Due to its early adoption of the then-recently modified regulations permitting the use of four-wheel drive in competitive racing, it is regarded as one of the most important rally vehicles of all time. Despite the doubts of many detractors who believed four-wheel drive racers would not be feasible due to their weight and complexity, the Quattro proved to be a successful vehicle. Before it broke down, it won its first rally; still, the rally community had been informed that 4WD was the way of the future.