



## Martin Kuehl appointed new Director of Audi Sport customer racing Asia

- New role for former Audi China Head of Corporate Communications
- Takeover comes at time of expansion of Asian motorsport platform
- Incumbent Bernd Goeres returns to Germany in new Audi Sport role

Beijing, June 1, 2017 – Martin Kuehl has been appointed Director of Audi Sport customer racing Asia, effective June 1, 2017. He takes over the position from Bernd Goeres who, after five successful years based in China, returns to Germany for a role at Audi Sport GmbH.

“I would like to welcome Martin Kuehl as the new Head of Audi Sport customer racing Asia. The Asian market is fast-growing and full of opportunities, and I believe that Martin will continue to push our project further in the continent,” said Chris Reinke, Head of Audi Sport customer racing. “The whole team at Audi Sport customer racing wishes him much success in his new role.”

Kuehl has been Head of Corporate Communications at Audi China since 2011 and in addition has been Spokesman for the Audi R8 LMS Cup since the debut of the Asian series in 2012. In 2016, the Hamburg-born German became a member of the Audi Sport customer racing Asia steering committee.

Goeres played a leading role in the success of the Asian customer racing platform of Audi, with the Audi R8 LMS Cup at its centre. Teams and drivers of Audi race cars now participate in the new Blancpain GT Series Asia, the China GT Championship, GT Masters China, and the TCR Asia Series, in addition to all the major, regional stand-alone endurance races.

Said Kuehl: “Today, we see greater Audi participation in more championships in Asia than ever before. For us, this means responsibility. We will continue to place our emphasis firmly on our customers and partners, and create new opportunities for them at the highest levels of regional motorsport.”

Kuehl was Head of Corporate Communications at the headquarters of Audi China in Beijing since 2011. Before joining Audi, Kuehl held management positions in Shanghai and worked as a journalist for leading German publications in China and Germany.

For additional details, visit [www.audir8lmscup.com](http://www.audir8lmscup.com)

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In 2016, the Audi Group delivered to customers about 1.868 million automobiles of the Audi brand, 3,457 sports cars of the Lamborghini brand and 55,451 motorcycles of the Ducati brand. In the 2016 financial year, AUDI AG achieved total revenue of €59.3 billion and an operating profit of €3.1 billion. At present, approximately 88,000 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.

