



# A History of Progress: Chronicle of the Audi Ag

*Audi Ag*

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## **A History of Progress: Chronicle of the Audi Ag** Audi Ag

*A History of Progress* chronicles the fascinating history of the Audi AG, from its beginnings in Germany in 1909 to its unique place in the market today. This detailed walk through Audi's accomplishments covers all of the company's changes through the years. The entire Audi "family tree" is examined in detail-Wanderer, DKW, Horch, Audi, Auto Union, NSU-with the models built by each manufacturer, their participation in motor sports, and bios of the people who made the company what it is today.

You'll learn about the Audi UV of 1934, the Wanderer W21 of 1933, and the Horch 853 and its role in Audi's success in the automotive industry. Enthusiasts can read about the early years and the growth after the company's successful efforts in both marketing and manufacturing, the motorcycles and bicycles that helped in the lean years, the modern all-aluminum show cars, and the new A4 and V8 quattro. You'll see how Audi has built its reputation on motor sports success, from its first win in the International Austrian Alpine Run in 1911, to the spectacular sixteen-cylinder Auto Union racers of the 30s, to motorcycle speed record holders, and the quattro rally and touring car champions of recent years.

*A History of Progress* contains hundreds of rare factory photos and illustrations, presenting Audi's past and present in a hardcover, high quality book. Whether you are an Audi owner, enthusiast or automotive historian, *A History of Progress* belongs on your bookshelf.

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