



Four Rings: The Audi Story

By Audi AG

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Four Rings: The Audi Story By Audi AG

From the very start, the four interlinked rings were the brand emblem of Auto Union AG, the second-largest German motor-vehicle manufacturer when the company was formed in the town of Chemnitz in 1932. The rings symbolised the indissoluble character of the entity created by the merger of four motor-vehicle brands from the German state of Saxony: Audi, DKW, Horch and Wanderer. This emblem summarised the tradition of car and motorcycle construction in that region, already many decades old, and was also evidence of the companies' determination to continue shaping the future of the motor vehicle. Today, Audi AG makes the same statement with its four-ring emblem: awareness of tradition, orientation toward the future. *Four Rings: The Audi Story* presents the history of Audi comprehensively and in a stimulating, highly informative manner, and includes company and product history data. The reader will be taken on a journey through a century of modern history and will experience the profound economic changes that occurred during this period. More than a thousand illustrations bear witness to the developments during this exciting period, and there are tables that round off the factual information provided and give the book the character of a work of reference.

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