

AUTOMOTIVE

Audi sponsorship kicks off at Ski World Cup, following multi-year renewal announcement

January 18, 2023



Audi remains a partner of the International Ski and Snowboard Federation (FIS). Image credit: Audi

By LUXURY DAILY NEWS SERVICE

German automaker **Audi** and the International Ski and Snowboard Federation kick off the Audi FIS Ski World Cup this week.

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The luxury vehicle brand renewed the partnership back in October, extending the engagement for another four years. Audi's update extends competition sponsorship through the end of the 2025/2026 ski season.

"From the very beginning, our cooperation has been built on reliability and trust," said Michel Vion, secretary general at the **Fédération Internationale de Ski** (FIS), in a statement.

"We are delighted that the world of alpine skiing can continue to rely on its partner, Audi, for the next four years."

Snow ready

Thanks to the renewal of the relationship, Audi is to be the sole automotive partner of FIS for the next few seasons.

The company has long been a proponent of winter sports. This renewal is its latest gesture of support, following over two decades of demonstrated investment.

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Since 1984, Audi has been partnered with the German Ski Association (DSV). Recently, the company also extended that relationship until the 2025/2026 season.

When it comes to the extension of the FIS partnership, Audi emphasizes its shared desire for winter athletes to be at the top of their game. Both parties push for progress in vehicle manufacturing and winter athletics, respectively.

"Audi and elite alpine sports have been closely linked for decades," said Henrik Wenders, senior vice president of Audi brand at Audi AG, in a statement.

"We are united by the determination for top performance, progress, and sustainability."



Audi plans to highlight its EV offerings at the sporting events. Image credit: Audi

Throughout this upcoming weekend, FIS skiers will compete in the [Hahnenkamm Races](#) in Kitzbühel, Austria. The race has occurred since 1931, making it the second-oldest alpine skiing competition in the world.

Auto branding will also be present at FIS Ski's Alpine Ski World Cup through the 2025/2026 season, receiving both digital and in-home ad boosts as part of event sponsorship. Audi is also set to highlight its electric vehicles and innovations at the venue, providing FIS with electric transportation for on-site use.

Just this past year, Audi's EV deliveries surged as demand increased across markets ([see story](#)).

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