

## Press Release of the 2022 Salzburg Festival

### Successful Partnership with Audi as Main Sponsor of the Salzburg Festival Extended through 2027

(SF, 29 August 2022) The Salzburg Festival and Audi have jointly announced that their successful cooperation will continue. The mutual trust underpinning the relationship is emphasized by a contract extension for five additional years.

“Audi has been a main sponsor of the Salzburg Festival since 1995, making it our longest-standing and most faithful partner. The combination of tradition and creative vision paired with highest quality standards characterizes both the Salzburg Festival and Audi. Therefore, both partners are delighted that our cooperation agreement has been extended today through 2027. Sponsors such as Audi guarantee diverse and high-carat programme at the Salzburg Festival, as they ensure that the Festival has the necessary financial stability,” the **Directorate of the Salzburg Festival** said.

By sponsoring the most important festival of classical music and theatre, Audi once again emphasizes its support of culture. “Supporting the arts in diverse ways is part of our social responsibility as a company. With its unique mixture of tradition and innovation, artistic excellence and creativity, the Salzburg Festival occupies an outstanding position,” said **Markus Duesmann, Chairman of the Board of AUDI AG**.



Markus Duesmann, Chairman of the Board of AUDI AG (centre) with Festival President Dr. Kristina Hammer and Lukas Crepaz, Executive Director of the Salzburg Festival. Photo: Martin Böhm

For 27 years, Audi and the Salzburg Festival have formed an innovative partnership which has frequently produced ground-breaking projects and impulses:

For example, Audi offered a special experience to Salzburg Festival visitors during its centenary: during a tour of Salzburg in an Audi e-tron, a VR headset allowed passengers to experience the Festival's history as virtual reality.

Since 2020, the Audi fleet at the Festival has included only electric vehicles. This exclusive chauffeur service can be booked throughout the Festival period by private persons and corporate customers alike.

Furthermore, Audi has supported international programme presentations of the Salzburg Festival, especially within the Asian market.

Since 1994, the Salzburg Festival has offered its only guest appearance outside Salzburg at the Audi Summer Concerts in Ingolstadt.

Kind regards,

Press Office of the Salzburg Festival  
[presse@salzburgfestival.at](mailto:presse@salzburgfestival.at)  
[www.salzburgerfestspiele.at](http://www.salzburgerfestspiele.at)

If you prefer not to receive our emails in the future, please send us an email to [presse@salzburgfestival.at](mailto:presse@salzburgfestival.at). Our General Terms and Conditions and Privacy Policy are available anytime from our Press Office and are online at <https://www.salzburgerfestspiele.at/en/terms-conditions> and <https://www.salzburgerfestspiele.at/en/privacy-policy>.