

Audi up close and personal

Discovery tours at the Ingolstadt plant



Audi
Forum Ingolstadt





Discovery tours at the Ingolstadt plant – an exciting look behind the scenes

Experience the Audi brand in all its diversity:

In the Audi museum mobile or in production, on an overview tour or with a special custom programme.

The selection of programmes is as diverse as our visitors' interests. We are happy to arrange individual tours or additional tourist programmes. Special children's programmes open up the fascinating world of the car to the "drivers of tomorrow" in a particularly interactive way. Great for school classes and children's birthdays.



Overview tour: “Production – compact”

Experience the entire production process of an Audi – up close and personal. You’ll find out interesting facts about all European Audi locations as well as the main plant in Ingolstadt. In the press shop you’ll feel the pressure the metal-forming tools produce; in the body shop you can watch the fascinating ballet performed by welding robots. Learn about bonding technology and witness a “marriage” – when the power-train and body are joined together during final assembly. The testing stations round off the tour.

→ Overview tour: “Production – compact”

Individuals:

Dates:	Mon.-Fri. 10:30 am, 12:30 pm, 2:30 pm in German	
	Mon.-Fri. 11:30 am in English	
Prices:	Adults:	7 euros
	Seniors, students, disabled persons:	3.50 euros
	Youths up to 18 years:	3.50 euros
	Children up to 6 years (with adult):	free

Groups:

Languages:	German, English
	Other languages on request
Duration:	2 hours
Group size:	max. 30 persons
Price per group:	80 euros (seniors, students, disabled persons: 40 euros)
Dates:	on request



TT body shop: “Steel and aluminium”

Experience the perfect interaction of aluminium and steel on this tour through the Audi TT body shop. Body components are produced in small lots, but with the aid of highly automated systems, before being joined together using the world’s most modern technologies such as punch riveting, bonding and laser welding. Experience the fascination of the body manufacturing process, which has undergone complete restructuring. One highlight of this tour is without doubt the constructive challenge of the Audi TT’s aluminium/steel hybrid body.

→	TT body shop: “Steel and aluminium”
Languages:	German, English
Duration:	2 hours
Group size:	max. 20 persons
Price per group:	150 euros (not including bus transfer)
Dates:	on request

A3: “Journey to the future of body manufacture”

You can watch as steel parts are delivered, moved through the band-cutting unit and the large-capacity suction press, all the way to the parts warehouse, and find out about the latest metal-forming technologies along the way. Afterwards, you will visit one of the most advanced body manufacturing facilities in the world, where A3 bodies are produced with a 98 percent degree of automation.

→	A3: “Journey to the future of body manufacture”
Languages:	German, English
Duration:	2 hours
Group size:	max. 30 persons
Price per group:	80 euros (not including bus transfer)
Dates:	on request



Paint shop: “More than just paint”

Before slipping into protective clothing for a tour of the “top coat” section, you’ll be given basic information on the subjects of surface protection and paint structure. In the clean-room areas, you’ll find out about the structure and organisation of the paint shop, manual and automated paint application methods and how custom paint finishes are realised. And, of course, about the important aspect of environmental technology. Finally, you’ll visit the finishing lines where the vehicle paintwork is inspected once again.

→	Paint shop: “More than just paint”
Languages:	German, English
Duration:	1.5 hours
Group size:	max. 10 persons
Price per group:	150 euros (not including bus transfer)
Dates:	on request

Audi Forum Ingolstadt: “Experience the brand, up close and personal”

A stroll across the piazza will acquaint you with the basic architectural principle of the Audi Forum Ingolstadt. You’ll see how this unique architectural philosophy is continued in the museum mobile and in the “Market and Customer” building as you advance further into the fascinating heart of the Audi world. A visit to the delivery centre, where you’ll find out about the vehicle collection process, concludes this interesting tour.

→	Audi Forum Ingolstadt: “Experience the brand, up close and personal”
Languages:	German, English
Duration:	½ hour
Group size:	max. 30 persons
Price per group:	60 euros
Dates:	on request



Environment – compact: “The ecological side of production”

Environmental protection is the focal point of this tour of the production facility. You'll visit the press shop, the body shop, an information stand on the paint shop, and final assembly. The main focus is on informing visitors about our modern environmental protection measures, particularly those concerning pollution control. You'll also be given an overview of the ecological principles of the water and heat circulation systems at the Ingolstadt plant.

→	→ Environment – compact: “The ecological side of production”
Languages:	German, English
Duration:	2 hours
Group size:	max. 30 persons
Price per group:	100 euros
Dates:	on request

Environment – intensive: “Environmental highlights at the Ingolstadt site”

You'll learn interesting details about the principles of combined heat, power and refrigeration, water circulation systems and the complex technique of service water treatment at the Ingolstadt plant. The latest eco-friendly vehicle painting methods will also be presented in the paint shop foyer.

→	Environment – intensive: “Environmental highlights at the Ingolstadt site”
Languages:	German, English
Duration:	2 hours
Group size:	max. 30 persons
Price per group:	150 euros (not including bus transfer)
Dates:	on request



Mum, Dad, car...

Children see the world through different eyes. They want different things and ask different questions from adults, and experiencing the world through play is the name of the game. Our special children's tours are tailored to these needs and make sure the little ones have an unforgettable experience as well.



Children's tour of production: “How are cars made?”

Let your child experience the exciting process of car production first hand. The 90-minute programme takes a shorter route through the press shop, body shop and final assembly. The “drivers of tomorrow” are given a complete overview of all the most important production stages and also get an insight into the Audi production system.

→ Children's tour of production: “How are cars made?”	
Language:	German
Duration:	2 hours incl. break
Group size:	max. 20 persons
Price per group:	40 euros
Ages:	6–10 years
Dates:	on request

Children's tour of the museum mobile: “Under the sign of the four rings”

Suitable for children and designed to be fun, this tour introduces young visitors to both brand and automotive history in the museum mobile. With the aid of interactive elements and team tasks, the children play out the history of the four brands from the beginning of the last century and experience the advance of the four rings. They learn which brand built the fastest, the most expensive and the smallest model. In the second part of the tour, the children learn about the exciting and successful post-war history of the new location in Ingolstadt.

→ Children's tour of the museum mobile: “Under the sign of the four rings”	
Language:	German
Duration:	1 hour
Group size:	max. 20 persons
Price per group:	30 euros
Ages:	6–10 years
Dates:	on request



Design workshop: “What does my dream car look like?”

Starting in the museum mobile, this discovery programme provides children with an overview of automotive history in the last century. It focuses on vehicle form and design, and on the interactive exhibits. Then it's the children's turn: under expert supervision, they can also design and shape their own car. And you never know: one of these dream car creations may turn out to have future potential.

→	Design workshop: “What does my dream car look like?”
Language:	German
Duration:	2 hours
Group size:	max. 20 persons
Price per group:	100 euros
Ages:	6–10 years
Dates:	on request

The stuff that cars are made of: “What are cars built of anyway?”

To start with, a tour of the museum mobile gives children an overview of automotive history and the most important materials used to make cars. After the tour, the practical fun begins: our new-found experts get to work. Under careful supervision, they can make their own models out of wood, aluminium and steel, and proudly take them home with them as a souvenir of a great experience.

→	The stuff that cars are made of: “What are cars built of anyway?”
Language:	German
Duration:	2 hours
Group size:	max. 20 persons
Price per group:	100 euros
Ages:	6–10 years
Dates:	on request



Motorsport: “From 0 to 100 in 3 seconds”

An exciting journey of discovery through the history of motorsport: why do people race cars? How fast did they go? Motor-racing legends like the “Alpine Winner” and the “Silver Arrow” are looked at in detail, teaching children the differences between race cars past and present. The victories of the Audi quattro in rallying and in the DTM are discussed. The children then experience the fascinating world of motorsport interactively and at first hand at various experimental stations and then in their own special race.

→	Motorsport: “From 0 to 100 in 3 seconds”
Language:	German
Duration:	2 hours
Group size:	max. 20 persons
Price per group:	100 euros
Ages:	6–10 years
Dates:	on request

Children’s week: Open tours and discovery programmes

In the first full week of each month, a “children’s week” is held at the Audi Forum Ingolstadt. Individuals can take part in open tours of the museum mobile and the production facilities, as well as special discovery programmes. Details can be obtained from the Audi Forum Ingolstadt.



Colour my world: “All about paint”

Starting at the museum mobile, you'll be given an overview of the progress made in automotive painting from its beginnings through to the 1980s, and will learn about the various development stages and earlier painting techniques. Following a detour to look at colour design, it's back to the present: in one of the most advanced paint shops in Europe, you'll learn about the latest methods in manual and automated painting technology and the high-quality paint structure of a current Audi vehicle. This tour is a special highlight – please reserve as early as possible.

→ Colour my world: “All about paint”	
Languages:	German, English
Duration:	2 hours
Group size:	max. 10 persons
Price per group:	200 euros (not including bus transfer)
Dates:	on request

Logistics on top form: “Lean, quick, efficient”

Logistics is part of the Audi production system. This special tour focuses on the complex challenges facing effective logistics management and the modern solutions at the main plant in Ingolstadt. You'll hear about impressive examples of how suppliers and production are linked “just-in-time”. And you'll also see how prefabricated vehicle components are directly incorporated into the production process and learn about concepts for optimising production.

→ Logistics on top form: “Lean, quick, efficient”	
Languages:	German, English
Duration:	2 hours
Group size:	max. 30 persons
Price per group:	200 euros
Dates:	on request



High-tech and more: “The making of an Audi A3”

6
hour
tour

Accompany the production process of an Audi A3, from the delivery of the steel panels through to the delivery centre. This one-day special programme takes you first to the north end of the plant where you'll visit the press shop and body shop. A tour of the paint shop and its clean-room areas concludes part one. After lunch in the Audi Forum, you'll follow the further production stages in final assembly, before finding out about vehicle delivery procedures in the Customer Center.

→ High-tech and more: “The making of an Audi A3”	
Languages:	German, English
Duration:	6 hours
Group size:	max. 10 persons
Price per group:	350 euros (not including catering or bus transfer)
Dates:	on request



museum mobile – history and moving stories

The impressive history of the Audi brand as well as the history of individual mobility in general are presented with true realism – an informative and entertaining experience. Presentation techniques with images, reconstructed scenes and multimedia elements place the numerous exhibits in their historical context and bring the past to life.

**The museum mobile is open daily from
9 am to 6 pm.**



Please be sure to book early.

Hotline

Mon.-Fri. 8 am–8 pm, Sat. 8 am–4 pm

+49 841 89-37575



Overview tour: “museum mobile – compact”

Take a journey through time and visit the century of mobility. This one-hour tour of the museum mobile will acquaint you with the most important facts and vehicles in the Audi company's 20th century history. On this entertaining and informative tour you'll learn more about the history of the four rings, divided into the pre-war and post-war eras.

→ Overview tour: “museum mobile – compact”

Individuals:

Dates: Mon.–Sat. 9 am–5 pm, every hour
Sun. 11 am, 1 pm and 3 pm

Prices: Adults: 4 euros
Seniors, students, disabled persons: 2 euros
Youths up to 18 years: 2 euros
Children up to 6 years (with adult): free

Groups:

Languages: German, English

Duration: 1 hour

Group size: max. 20 persons

Price per group: 60 euros
(seniors, students,
disabled persons: 30 euros)

museum mobile – intensive: “More than just car stories”

As well as a detailed account of the company's 20th century history, this intensive tour provides a deeper insight into the century of mobility. With the help of modern multimedia technology, the historical and economic backgrounds are brought to life, as are the highly motivated people behind the success story of the four rings. An important piece of brand and automotive history is presented in an entertaining fashion.

→ museum mobile – intensive: “More than just car stories”

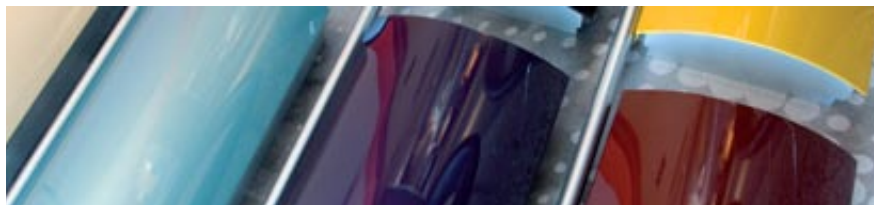
Languages: German, English

Duration: 1.5 hours

Group size: max. 20 persons

Price per group: 120 euros

Dates: on request



Colour changes: “automotive colours and a colourful history of automobiles”

On this historical tour through the museum mobile, you'll be given an overview of the progress made in automotive painting from its beginnings through to the present day, and will learn about the various development stages and earlier painting techniques. The latest methods of industrial paint application and developments in special effect paints will also be discussed. The tour concludes with a brief foray into the topic of colour design and colour trends.

→ Colour changes: “automotive colours and a colourful history of automobiles”

Languages: German, English

Duration: 1.5 hours

Group size: max. 20 persons

Price per group: 120 euros

Dates: on request

Motorsport: “A fascinating history of success”

Rosemeyer, Stuck, Nuvolari: great names that will set the pulses of motorsport fans racing. This motorsport tour brings to life more than one hundred years of motorsport history. It shows the passionate dedication of the brand and the rapid technical development of the racing cars, from their beginnings through to the present. The unforgettable triumphs of Auto Union in the 1930s are handled with as much enthusiasm as the more recent Audi successes in rallying, the DTM and at Le Mans.

→ Motorsport: “A fascinating history of success”

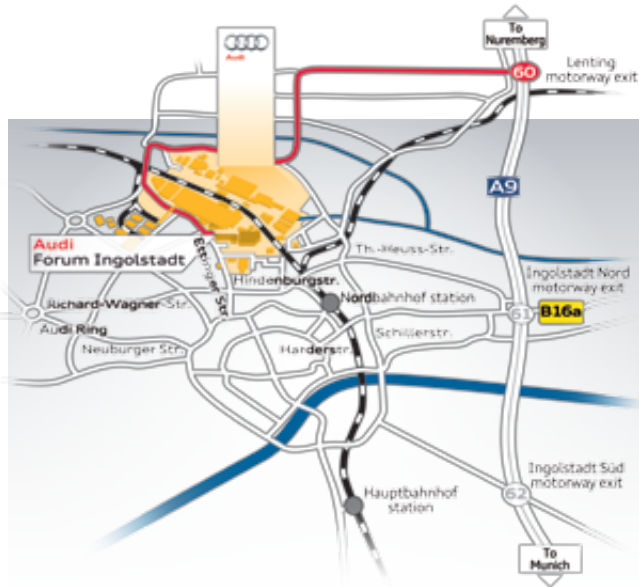
Languages: German, English

Duration: 1.5 hours

Group size: max. 20 persons

Price per group: 120 euros

Dates: on request



How to find us

Travelling by car

A9 motorway, Munich–Nuremberg, exit at junction 60 (Lenting). Follow the signs to Audi Forum Ingolstadt. This is reached via Ettinger Strasse.

Travelling by train

By train to Ingolstadt Hauptbahnhof (main station). You can reach the Audi Forum Ingolstadt by bus or taxi (approx. 5 kilometres).



Please be sure to book early.
Remember that tours of the production facilities are only possible from Monday through Friday.

Mon.–Fri. 8 am–8 pm, Sat. 8 am–4 pm

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