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**Start your engines.
Experience pure Vorsprung at the Dubai Autodrome.**

Introduction

This section provides important background information, a short history of the Audi driving experience, and introduces the team at the Audi driving experience in Dubai.

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Background

The Audi driving experience was established to improve everyone's driving ability – from beginners to experts – by introducing people to the unique features of Audi cars, so they can experience pure Vorsprung out on the track.

The Audi Advanced driving experience teaches you practical skills for everyday driving, with lots of foot-to-the-floor exhilaration thrown in for good measure.

The Audi Sports Car driving experience puts you behind the wheel of an Audi TT and an Audi R8, as you polish your skills at top speed. Then there is the ultimate, the Audi R8 V10 experience – a full day out on the track in one of the world's favourite supercars.

All courses take place at the Dubai Autodrome and are run by qualified, professional instructors with many years of experience.

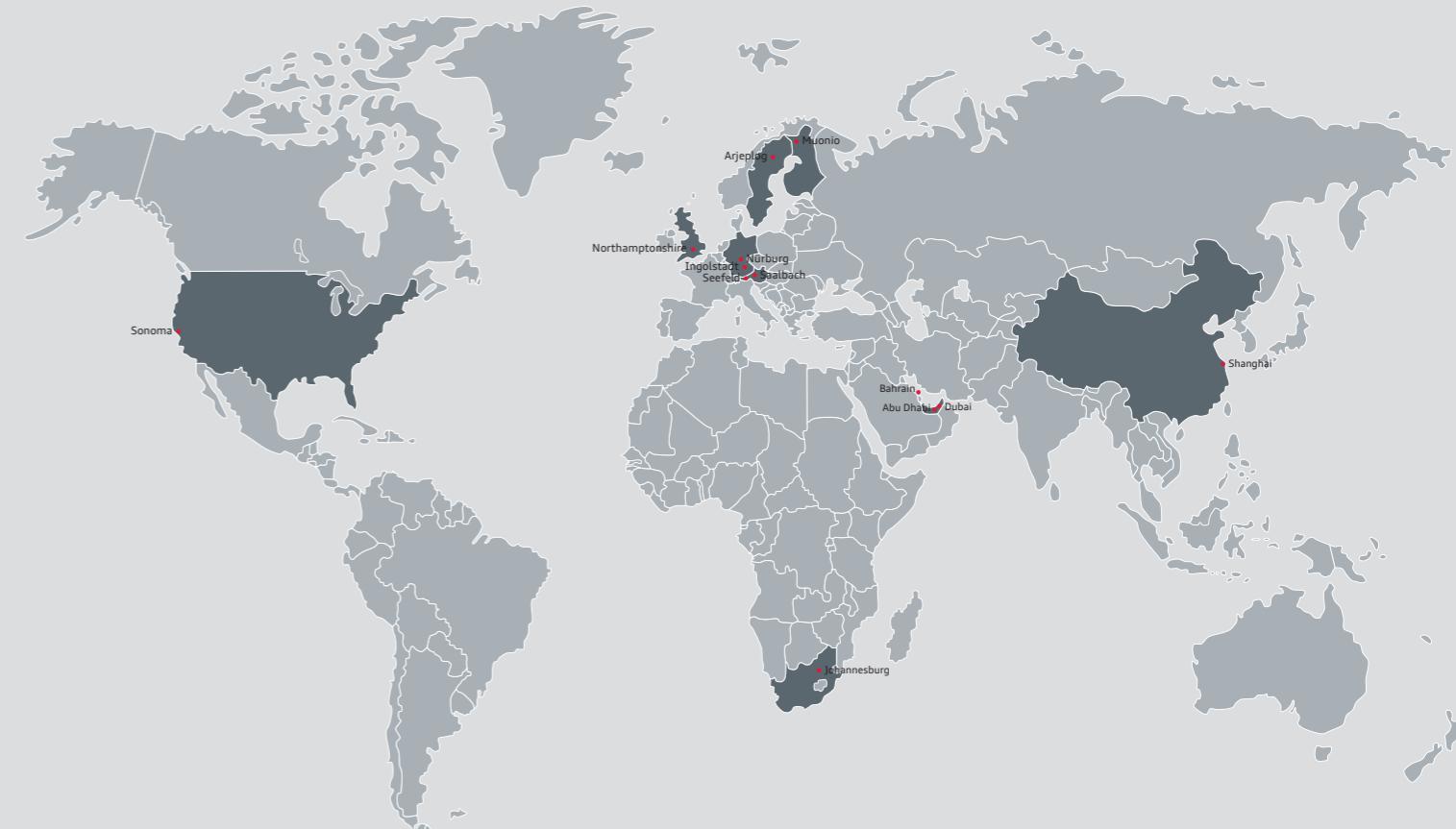


History

The Audi driving experience was initially set up in 1983, in Audi's home country of Germany. Since then, drivers from around the world have been educated on how to control all of the Audi vehicles in our range.

You can find Audi driving experiences at some of the world's most famous racetracks such as the Nürburgring in Germany, Silverstone in the UK and the Infineon Raceway in California.

The Dubai Autodrome has hosted the Audi driving experience since early 2007 and since then many drivers in the Middle and Near East have benefited from the expertise of our experienced Audi driving instructors.



The team

Our specially trained and highly qualified instructors, boasting a wealth of motorsport experience, are there to provide you with all the knowledge you need to enhance your driving skills.

Meanwhile, our Audi representatives will be on hand to see that you are well looked after throughout your driving experience.

We also have an enthusiastic service team who ensure the entire fleet of vehicles are always in top shape, guaranteeing a high degree of safety and undiluted enjoyment.



The experiences

The following section will outline the courses on offer at Audi driving experience. There is something for every level of driving ability. The experiences will test driving skills, build confidence and ultimately make you a better driver.

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Audi Advanced driving experience

A half-day driving experience held at the Dubai Autodrome. Learn valuable techniques for everyday driving, culminating in a competitive time-trial.

Fortunately, few of us regularly experience emergency driving situations, however it is crucial to be as prepared as possible. This highly informative half-day course will improve your skills in defensive driving, emergency braking and collision avoidance. Emphasis is placed on reaction time to emergency driving situations under the supervision of Audi certified instructors.

The day begins with an overview of basic driver safety, driving dynamics and key life-saving Audi technology. Participants are then encouraged to push the Audi TT to its limits, and learn how to react in difficult situations. Emergency lane changes, obstacle avoidance, emergency stopping, braking techniques and braking demonstrations all culminate in a high-paced slalom where these newly-acquired skills are put to the test.

Programme includes:

- ▶ Vehicle handling
- ▶ Steering technique
- ▶ Brake and avoid
- ▶ Emergency lane change
- ▶ Slalom time trial

Vehicles used:

▶ Audi TT

Duration:

Half-day



Audi Sports Car driving experience

A half-day driving experience held at the Dubai Autodrome. Designed to hone your vehicle control at high speed with instruction from Audi certified instructors.

Your day begins with a brief lecture on the theory of vehicle dynamics and advanced driving techniques.

After mastering the apex points around the track, you move on to progressive laps with the Audi TT. The highlight of the day will be when you get behind the wheel of the thrilling Audi R8 V10 and put what you've learned to the ultimate test.

Programme includes:

- ▶ Vehicle handling
- ▶ Steering technique
- ▶ Cornering techniques:
Master the racing line by learning about braking, turning and apex points
- ▶ Track performance:
Progressive lapping in the Audi TT on the full track and finishing with the ultimate lap in the Audi R8 V10

Vehicles used:

- ▶ Audi TT
 - ▶ Audi R8 V10
- For 2 laps at the end of the driving experience

Duration:

Half-day



Audi R8 driving experience

Conducted at the Dubai Autodrome, you get to discover what the 'R' in the supremely powerful Audi R8 V10 really means.

Your day begins with a brief classroom instruction where the 'rules of engagement' are explained. Participants are then introduced to their driving partner for the day – the Audi R8 V10. Detailed track and corner analysis is followed by disciplined cornering techniques, to expose the grip and superior handling of the Audi R8 V10.

Participants continue into the afternoon with progressive lead-and-follow lapping sessions. The final exercise brings the unique opportunity to responsibly push the limits of the Audi R8 V10, as well as your own, and feel its full potential on the race track course under the supervision of Audi certified instructors.

Programme includes:

- ▶ Vehicle handling
- ▶ Steering technique
- ▶ Cornering techniques:
Master the racing line with the Audi R8 V10
- ▶ Track performance:
Progressive lapping in the Audi R8 V10

Vehicles used:

- ▶ Audi R8 V10

Duration:

Full-day



Audi Team Build driving experience

Drawing on parallels between corporate culture, teamwork and high performance; this course uses calculated risk-taking, trust and co-ordination to motivate your team and bring them closer together.

This driving experience is held at the Dubai Autodrome and can be customised to corporate requirements. The Audi Suite provides the necessary equipment and meeting facilities for a group of up to 40 delegates.

Depending on individual requirements, the Audi Advanced driving experience is traditionally offered, where participants are exposed to emergency scenarios and learn to react through lane change techniques, braking demonstrations and emergency stopping drills - all in a challenging, motivating context.

Duration:

Half-day

Full-day



Audi Chauffeur driving experience

Perfect for corporates, this course trains drivers to become chauffeurs in just a few hours, with special training from experienced Audi certified instructors.

This driving experience is uniquely designed to focus on how to improve passenger comfort as well as the ability of drivers to deal with unforeseen emergency situations. It provides drivers with the real-world skills to become true chauffeurs.

Under the supervision of Audi certified instructors, this full-day driving experience takes participants through the basics of safety driving as well as guest handling and etiquette. Special emphasis is placed on emergency braking and lane changes. The finer arts of driving throttle control and braking techniques are covered as well.

Duration: Full-day



Additional information

For any further questions or to find out more, the following section covers all information you may require.

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Frequently asked questions

1. What is the Audi driving experience?

For more than 25 years, Audi AG has been offering one of the most successful driver training courses in the world, in terms of safety and driving fun. After establishing training centres in Germany, Finland, Sweden and Austria, the Audi driving experience has set up a base in the Middle East. Hosted at the Dubai Autodrome, Audi Middle East offers driver training throughout the year.

2. Who can join?

Audi driving experiences are available for everybody over 21 years of age with a valid driver's license.

3. What do I get from these experiences?

The Audi driving experience is designed to make drivers more confident and capable on the road. By having a deeper understanding of driving, and practicing those skills in a controlled environment, a driver is better prepared to face the uncertainties that await them on public roadways. These skills, coupled with a capable vehicle, improve awareness and the ability to react properly. An improved driver is safer and can use the distinct advantage of the vehicle's capabilities to avoid an accident.

4. What should I wear?

Please dress comfortably and wear closed, flat shoes.

5. How many people drive in each vehicle?

There will always be two participants per vehicle, unless stated otherwise.

6. Can Audi driving experience arrange accommodation?

Yes. Please contact one of our representatives beforehand, and we will happily arrange accommodation.

7. Is it possible to get gift vouchers?

An Audi driving experience course is a fantastic gift, and vouchers can be arranged by one of our representatives.

8. How do I book?

Please contact: info@audidriving.net,
call +971 50 283 4053 or visit www.audidriving.net



Directions

From Sheikh Zayed Road: Exit at Interchange 4 (Mall of the Emirates). Continue straight, passing through the large interchange on Al Khail Road, following signs to Arabian Ranches. Continue to the large interchange, on Sheikh Mohammed bin Zayed Road (E311). On approaching the interchange follow signs to Motor City. This will bring you to point A on the map.

From Sharjah on Sheikh Mohammed bin Zayed Road:
Approaching the Arabian Ranches interchange, follow signs to Motor City. This will bring you to point A on the map.

From Abu Dhabi on Sheikh Mohammed bin Zayed Road: Pass the cricket stadium at Dubai Sports City. Immediately after, at the new interchange under construction, follow signs into Motor City and Dubai Autodrome. This will bring you to point B on the map.

