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Audi creates unique Ice Driving Experience for India's top business leaders in Davos
by [Kumardeepak](#)

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India's global Corporate leaders experienced German engineering at its best while driving the Audi A8 L at Davos during the WEF

As longstanding exclusive chauffeur partner of the World Economic Forum, Audi automobiles comply with strict emission norms at Davos

Long wheelbase Audi A8 L is one of the most awarded cars in India having won 6 prestigious automotive awards this year

Davos / Mumbai: Audi, the German luxury car manufacturer, provided a unique driving experience to members of the CII Indian business delegation in Davos, Switzerland today. India's best-known C-suite executives were given an exclusive opportunity to experience the unparalleled safety and luxury features of the Audi's flagship "the Audi A8 L sedan" at the Audi Ice Experience at the Seepromenade in Davos. Business leaders from India Inc who participated at the exclusive Audi Ice Experience included Pawan Munjal, (Managing Director, Hero MotoCorp); Sunil Munjal (Joint Managing Director, Hero MotoCorp); Kishore Musale (Chairman and Managing Director, Astarc); Vinod Mittal (Vice Chairman and Managing Director, ISPAT Industries) and various overseas NRIs from the US.

At the time of leading the Ice Experience, Michael Perschke, Head, Audi India, said "The World Economic Forum brings together leading personalities from across business, politics and science. As an official partner of the WEF, Audi has the opportunity to demonstrate our "Vorsprung durch Technik" philosophy to these opinion leaders. It is a privilege for Audi India to host some of India's most prominent leaders at the exclusive Audi Ice Experience today in Davos and provide them with an exclusive drive of our flagship - the Audi A8 L and the Audi Q5 Hybrid."

The Audi A8 long wheelbase is the perfect blend of sophistication, technology and comfort which will provide both drivers and rear seat passengers with optimal comfort and satisfaction. For the first time Audi also displayed the brand new A8 L Security version to select business and political leaders. Besides this, the visitors from the Ice Driving Experience could also test drive the brand new Audi S6, Audi S7 as well as the Audi A3 e-tron and Audi A1 e-tron.

"As the exclusive chauffeur partner of the World Economic Forum since 1987, Audi supplies more than 150 vehicles to WEF" added Michael Perschke, Head, Audi India.

In 2011, Audi India posted a solid performance with a sale of 5511 cars, thus recording an impressive growth of 84 percent (2010: 3003 cars). The luxury carmaker's sales figure for December 2011 stood at 394 cars, a growth of 86 percent over the same period last year (December 2010: 212 cars).

In 2011 the company opened showrooms in Chennai, Delhi, Ludhiana, Surat and Indore with further developments planned in Coimbatore, Delhi West, Lucknow and Mumbai South.

The Audi model range in India includes Audi A4, Audi A6, Audi A7 Sportback, Audi A8L, Audi Q5, Audi Q7, Audi RS5 Coupé, the super sports car Audi R8 and the Audi R8 Spyder available across the country: in Ahmedabad, Bengaluru, Chandigarh, Chennai, Delhi, Gurgaon, Hyderabad, Indore, Jaipur, Kochi, Kolkata, Ludhiana, Mumbai West, Pune and Surat. Further developments include

Coimbatore, Delhi West, Lucknow and Mumbai South.

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