



Audi Sport customer racing, USA Communications

Audi Tire Center and Team Hardpoint partner for the remainder of the 2020 season

- ▶ Audi Tire Center partners with Team Hardpoint at the Roval, Petit Le Mans, Laguna Seca and the 12 Hours of Sebring
- ▶ Audi Tire Center exclusive offer available to all IMSA fans and Audi customers
- ▶ Team Hardpoint to compete in all remaining IMSA GTD Sprint and Endurance races

Columbia, SC, October 9, 2020 – Team Hardpoint is now poised to tackle the remaining races on the IMSA WeatherTech SportsCar Championship schedule with the Audi Tire Center. The partnership begins this weekend on the Charlotte Motor Speedway Roval, a first for the IMSA teams. Race fans now have the opportunity to receive a special tire offer available online or at your local Audi dealer.

The Audi Tire Center has secured a partnership with Team Hardpoint to support the promotion of their exclusive tire offer. To help ensure your Audi vehicle performs as intended, customers will receive \$100 off instantly when they purchase four eligible Audi Original tires through November 15, 2020. This exclusive offer is valid on AO tires from Michelin, Continental, Dunlop, Goodyear, and Pirelli. These tires may be purchased at your local Audi dealer or online for installation at your local Audi dealer. Please visit www.auditirecenter.com to learn more about the offer.

The timing could not be better for the Audi Tire Center and their new partnership with Team Hardpoint. The Team recently announced they will compete at the Petit Le Mans, October 17, and the 12 Hours of Sebring, November 14. In addition to the final two IMSA endurance races, the team will also finish the IMSA sprint races with the Audi Tire Center onboard.

The race at Charlotte Motor Speedway marks the first time the Audi Tire Center, IMSA WeatherTech SportsCar Championship and Team Hardpoint will compete on the famous Roval. Live qualifying is available on IMSA.com live stream October 10 at 2pm. The 100 minute race will be broadcast live on Saturday, October 10, at 8pm on NBCSN and Sirius 217/XM 202.

Follow the action and Audi Sport customer racing updates at:

Instagram: [@ascrusa](https://www.instagram.com/ascrusa)
Facebook: [@AudiSportcustomerracing](https://www.facebook.com/AudiSportcustomerracing)
IMSA App: [Audi in-car camera](#)

Visit www.ascrusa.com to see all Audi Sport customer racing information and www.IMSA.com for IMSA broadcast information.

2020 IMSA WeatherTech SportsCar Championship Revised Provisional Schedule

Jan. 25-26	Daytona International Speedway 24 hr.
July 3-4	Daytona International Speedway 2 hr.
July 17-18	Sebring International Raceway 2 hr.
July 31-Aug. 2	Road America 2 hr., 40 min.
Aug. 21-23	VIRginia International Raceway 2 hr.
Sept. 4-6	Michelin Raceway Road Atlanta 6 hr.
Sept. 25-27	Mid-Ohio Sports Car Course 2 hr., 40 min.
Oct. 9-10	Charlotte Motor Speedway ROVAL 100 min.
Oct. 14-17	Michelin Raceway Road Atlanta 10 hr.
Oct. 30-Nov. 1	WeatherTech Raceway Laguna Seca 2 hr.
Nov. 11-14	Sebring International Raceway 12 hr.

WeatherTech Sprint Cup Events
Michelin Endurance Cup Events

- End -

ABOUT AUDI OF AMERICA

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands, delivering about 1.845 million vehicles globally in 2019. In the U.S., Audi of America sold just over 224,000 vehicles in 2019. Visit audiusa.com or media.audiusa.com for more information regarding Audi vehicles and business topics.

ABOUT AUDI TIRE CENTER

No one knows how to care for your Audi better than the experts at your dealership. Certified technicians utilizing Audi recommended tools help ensure tires are properly mounted and balanced before being installed on your vehicle. Your local Audi Dealer has access to the precise tires for your vehicle, Audi Original tires identified by their AO or RO1 markings. Audi Original tires are engineered to ensure that both the vehicle and tire are matched perfectly, maintaining the high performance and quality standards of the Audi brand. See your experts at your local Audi dealer or visit www.auditirecenter.com.