

Four Rings The Audi Story

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Four Rings The Audi Story

The rings symbolized the indissoluble character of the entity created by the merger of four motor-vehicle brands from the German state of Saxony: Audi, DKW, Horch and Wanderer. This emblem summarized the tradition of car and motorcycle construction in that region, already many decades old, and was also evidence of the companies' determination to continue shaping the future of the motor vehicle.

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Four Rings: The Audi Story by Delius Klasing

The four rings represent four different automakers that merged in 1932 to create what was then called the Auto Union. The oldest of these automakers, Horch, was founded in 1899 by German engineer...

The Story Behind Audi's Four-Ring Logo

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Four Rings : The Audi Story by Audi (2013, Hardcover) for ...

The company emblem, with four interlinked rings, symbolized the inseparable unity of the four founder-companies. The brand names Audi, DKW, Horch and Wanderer were retained. Each of the four brands was assigned a specific market segment within the group: DKW assumed responsibility for motorcycles and small cars; Wanderer built midsize cars; Audi manufactured cars in the deluxe midsize class, and Horch produced deluxe top-of-the-range automobiles.

A brief history of the four rings - AudiWorld - Audi News ...

However, there's more to the Audi logo than just savvy design. Its logo speaks to the history and legacy of this luxury brand. While the four-ring logo might immediately identify a car manufactured by Audi today, that was not always the case. In fact, it initially represented not one automaker, but four:

The Story Behind Audi's Four Ring Logo | Audi Atlanta

The trademark symbol of Auto Union (and present-day Audi), the four overlapping rings, symbolized the four marques forming Auto Union: Audi, DKW, Horch, and Wanderer. Although Auto Union used the four ring logo, it was only used on Auto Union racing cars in that period, while the member companies used their own names and emblems.

Auto Union - Wikipedia

The four rings of the Audi logo each represent one of four car companies that banded together to create Audi's predecessor company, Auto Union. Audi's slogan is Vorsprung durch Technik, meaning "Being Ahead through Technology". However, Audi USA had used the slogan "Truth in Engineering" from 2007 to 2016, and have not used the slogan since 2016.

Audi - Wikipedia

Four Rings: The Audi Story presents the history of Audi comprehensively and in a stimulating, highly informative manner, and includes company and product history data. The reader will be taken on a journey through a century of modern history and will experience the profound economic changes that occurred during this period.

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History Four rings - four brands Four interlocking rings symbolised the merger of four automobile manufacturers based in the German state of Saxony: Audi, DKW, Horch and Wanderer became Auto Union AG, then the second-largest motor vehicle manufacturing group in Germany. Here are brief details of the roots of today's AUDI AG.

Four rings - four brands | audi.com

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Four Rings: The Audi Story - Autobooks-Aerobooks

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