

# Audi, FC Bayern Munich launch the Audi Digital Summer Tour

The Audi Digital Summer Tour is a worldwide pilot project that will take place from 25 July to 2 August 2020 and is intended to give fans around the globe the opportunity to experience the preparation phase of the football club in real-time.



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Hildegard Wortmann, member of the board of management for sales and marketing at AudiAG, says: “Challenging times require very special measures. No football club has ever had such an innovative and unique format before. We are proud to be a partner and to create fascinating and unique experiences for fans all over the world.”

Via digital platforms, the club and its stars will be brought to life for the fans, including digital autograph sessions with the players and virtual fan challenges or interactions with international athletes. A sporting highlight will also be part of the tour: FC Bayern Munich will play a test match at home in the Allianz Arena as part of the Audi Football Summit. The opponent will be announced at a later date.

Karl-Heinz Rummenigge, chairman of the board of management of FC Bayern Munich, says: “Unfortunately, since we cannot go on the Audi Summer Tour as planned this summer like in recent years, we have now designed this global digital initiative together with our partner Audi in order to live and strengthen the worldwide cohesion of the FC Bayern family, especially in times of corona. Our fans all over the world can look forward to exciting content on our platforms.”

The Audi Digital Summer Tour is the launch of a new global campaign under the motto of the “World’s Biggest Sports Family.” With over 290,000 members and more than 4,500 organised fan clubs around the globe, FC Bayern Munich is the world’s largest club in terms of members and always sees itself as a family. The club wants to strengthen this sense of togetherness beyond the summer more than ever.

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