

Audi extends partnership with the International Ski and Snowboard Federation (FIS) through 2030

Sölden/Ingolstadt, October 22, 2026 – Audi is continuing its collaboration with the International Ski and Snowboard Federation (FIS) as the exclusive automotive partner through the end of the 2029/2030 season. At the same time, the company is expanding its commitment to the German Ski Association (DSV) and, starting with the 2026/27 season, is also supporting biathlon for the first time.

Key facts: Audi in international winter sports

- Audi has been involved in the FIS Ski World Cup since 2002 and remains title sponsor through 2030.
- The agreement includes the FIS Alpine Ski World Championships in 2027 and 2029.
- The DSV partnership will be expanded to four additional winter sports disciplines starting in the 2026/27 season.

Audi FIS Ski World Cup

Audi will remain the title sponsor of the Audi FIS Ski World Cup through 2030. As the exclusive automotive partner, the company is also present at the international competition venues as well as in TV and social media coverage. The agreement covers the women's and men's alpine World Cup. The international FIS events offer a platform with growing media reach*. For the FIS Ski World Cup, Audi provides a vehicle fleet. It supports on-site mobility; models with quattro all-wheel drive are designed for the winter conditions at the host venues.

Contract extensions with national ski associations

In addition, cooperation with national ski associations in Italy, Austria, Finland, Norway, Sweden, Slovenia, France, and Germany will continue. They complement the global commitment to the FIS Ski World Cup. Audi has been working with the German Ski Association since 1984. Starting with the 2026/27 season, biathlon, ski jumping, cross-country skiing, and Nordic combined will be added.

*[Nielsen Sports Report 2025](#)

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About Audi

Audi combines premium mobility with technological progress and pioneering design. For more than five decades, "Vorsprung durch Technik" has embodied Audi's technological ambitions.

Audi offers a broad portfolio of premium vehicles for different customer needs and regional requirements. The Audi Group operates in more than 110 markets, manufactures vehicles at 21 production sites in twelve countries, and employs more than 88,000 people worldwide. The brand's history dates back to 1909. Since 2026, Audi has also competed in Formula 1 with its factory team.

In addition to the Audi brand, the Audi Group includes the sports-car manufacturer Lamborghini, the luxury brand Bentley, and the motorcycle manufacturer Ducati.

Find out more about the Audi Group [here](#).
