

“Audi Summer Tour”: FC Bayern Munich’s anniversary tour heads to South Korea and Hong Kong

Ingolstadt, July 30, 2026 – The “Audi Summer Tour”, a multi-day international tour by FC Bayern Munich in preparation for the upcoming season, is marking a special milestone this year: Audi is accompanying its long-time partner FC Bayern Munich on the tour for the tenth time. From August 1 to 8, Germany’s most successful soccer team will travel to Asia – first to Jeju Island in South Korea, then to Hong Kong. Audi is once again supporting the tour as title sponsor and presenting partner for both matches.

Long-time partners on tour

- Ten tours, countless matches: the “Audi Summer Tour” combines high-level games between top teams with numerous fan activities
- Germany’s most-decorated champions will face Jeju SK FC and Aston Villa, bringing top-tier international soccer to millions of fans in Asia
- Anniversary tour featuring a special highlight in South Korea: the launch of the Audi A6

International stage for soccer and the Audi A6

The tenth joint tour will first take FC Bayern Munich to Jeju Island in South Korea. There, head coach Vincent Kompany’s team will face the local club Jeju SK FC at Jeju World Cup Stadium on August 4. Three days later, they will take on Aston Villa of the English Premier League at the new Kai Tak Stadium in Hong Kong.

The “Audi Summer Tour” is much more than just the two games: throughout the week, the team will hold public training sessions, press conferences, and meet-and-greets with local fans. Around the two stops on the tour, there will be fan zones at the stadiums, various interactive activities, and opportunities to meet the players. The “Audi Summer Tour” will take on added significance in South Korea, where the new Audi A6 will be launched – so while FC Bayern Munich delights fans on the ground, the spotlight for many customers, media outlets, and partners will also be on the next generation of this model.

Ten – a number with special significance

Ten tours, countless matches, and shared experiences across several continents — this is an anniversary rich in symbolism. In soccer, the number ten is traditionally worn by the playmakers who set the pace, take charge, and make the difference. For Audi and FC Bayern Munich, it also marks a milestone in a long-standing partnership that brings people, markets, and cultures together.

This year's tour builds on a long-shared history that began in 2014: after visits to the U.S., China, Japan, Singapore, and most recently South Korea, the "Audi Summer Tour" is returning to Asia for the fifth time. With stops in Hong Kong and South Korea, the top German club will be visiting two locations where it has played to enthusiastic fans before.

Audi and FC Bayern Munich have been partners since 2002. This partnership extends well beyond the 90 minutes on the field: in addition to marketing activities tied to the matches, the "Audi Summer Tour" and vehicle handovers are a fixed part of the joint calendar.

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About Audi

Audi drives transformation and shapes the mobility of tomorrow – with intelligent, electric products.

The premium automotive brand is available in more than 100 markets. Its global production network spans 21 sites in 12 countries. **Vorsprung durch Technik** unites more than 88,000 employees. With courage, passion, responsibility, and trust, they are reinterpreting more than 100 years of automaking tradition for the future. In 2026, Audi is entering Formula 1 with a factory team in a bold expression of its motorsports DNA.

The Audi Group also includes the supercar manufacturer Lamborghini, the luxury brand Bentley Motors, and the motorcycle maker Ducati.

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