



Loudoun Soccer Welcomes Audi of America as the Official Presenting Sponsor of the Development Academy

LEESBURG, VA (September 2018) – Loudoun Soccer is proud to announce Audi of America as the official presenting sponsor of the Loudoun Soccer Development Academy (DA).

From Audi AG hosted soccer tournaments in Germany to being part-owner of FC Bayern Munich, the brand is globally rooted in the sport of soccer. That connection expanded into the United States in 2015 when Audi of America became an official sponsor of Major League Soccer. The introductions of the Audi Player Index and the Audi Fan IQ signify the brand's ongoing commitment to growing the sport through the lenses of innovation and fan engagement. These innovations and commitment to the sport make Audi of America a perfect partner for the Loudoun DA, which is expanding in the coming fall season to include both a U15 team and a U16 pre-Academy team.

"We're thrilled to enter into a partnership with the Loudoun Soccer DA" says Maggie Mohiuddin, Regional Marketing Manager at Audi of America. "Audi of America is committed to raising the profile of the game of soccer in the DC Metro area and we feel our partnership with the Loudoun Soccer DA is a perfect complement to our partnership with DC United."

Loudoun Soccer's Executive Director, Colin Smith, stated "Audi's commitment to growing the game of soccer in our region is unmatched. We're excited to welcome them to the Loudoun Soccer family and look forward to introducing unique ways to integrate their brand into the club experience."

For additional information on the club's Development Academy, please visit <http://www.loudounsoccer.com/da/boysda/>.

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 1.878 million vehicles globally in 2017. In the U.S., Audi of America sold nearly 227,000 vehicles in 2017 and broke company sales records for the eighth straight year.

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