

150 years of “Innovation. Wagemut. Transformation”: new special exhibition on the traditional brand NSU

- **Wide range of NSU exhibits through cooperation between Audi Tradition and the Deutsches Zweirad- und NSU-Museum Neckarsulm (German Motorcycle and NSU-Museum Neckarsulm)**
- **Joint exhibition from June 14, 2023 to May 5, 2024 at two locations: the Audi Forum in Neckarsulm and the Deutsches Zweirad- und NSU-Museum**
- **“Fascination meets performance” – Exhibition for 40-year anniversary of Audi Sport GmbH as part of the special exhibition in the Audi Forum in Neckarsulm**
- **Anniversary magazine on NSU history from a wide range of perspectives**

Neckarsulm, June 13, 2023 – Two partners, one theme: NSU. In 2023, Audi and the city of Neckarsulm are celebrating 150 years of the traditional brand NSU. That is reason enough for Audi Tradition and the Deutsches Zweirad- und NSU-Museum Neckarsulm (German Motorcycle and NSU-Museum Neckarsulm) to reassert the long history of Audi’s Neckarsulm site and the history of NSU in the new special exhibition “Innovation. Wagemut. Transformation. 150 Jahre NSU” (in English: “Innovation. Audacity. Transformation. 150 Years of NSU”). The exhibition will be on display from June 14, 2023 to May 5, 2024 in the Audi Forum Neckarsulm and the Deutsches Zweirad- und NSU-Museum Neckarsulm. Additionally, an anniversary magazine is being published at the start of the exhibition: a solid 176 pages covering many facets of NSU history.

The company and the NSU brand are closely tied to Neckarsulm right in the name, which is derived from the city where the Neckar and Sulm rivers meet. Moreover, the [history of NSU](#) offers a unique perspective on the development of mobility: from the bicycle to the motorcycle to the car. It was 150 years ago, in 1873, when Christian Schmidt and Heinrich Stoll founded a knitting machine workshop under the name “Mechanische Werkstätte Schmidt & Stoll.” That workshop later evolved into NSU Motorenwerke AG and then Audi’s Neckarsulm site. At the start of the exhibition, an anniversary magazine will be published with the same name as the exhibition itself: “Innovation. Wagemut. Transformation. 150 Jahre NSU”. Its 12 articles across 176 pages cover a wide arc and illuminate outstanding aspects of the company’s 150-year history – from a broad range of perspectives. These texts address innovations and transformations that have shaped and co-determined not only the history of the company, but also the city of Neckarsulm over the past 150 years.

Natalie Scheerle-Walz, director of the Deutsches Zweirad- und NSU-Museum Neckarsulm, gets to the heart of the matter: “The history of the NSU brand is characterized by innovations, audacious decisions, and extraordinary personalities.” And she raves about the many highlights in her museum: she notes that the four-cylinder NSU 500 racing bike, for instance, is an absolutely peerless trailblazer for the world champion bikes that came after it. Visitors can see it alongside record-setting vehicles and prototypes in the Deutsches Zweirad- und NSU- Museum. These are complemented by 85 NSU exhibits that are part of the museum’s permanent collection. In all, visitors to the Deutsches Zweirad- und NSU-Museum Neckarsulm can expect to see over 100 NSU exhibitions. Scheerle-Walz says, “The NSU brand was only able to succeed because of its extraordinarily inspired people and faithful, loyal employees. For the new special exhibition in our museum, we are shining a spotlight on 16 of these NSU figures who made critical contributions to the company’s development.”

At the Audi Forum in Neckarsulm, Audi Tradition is presenting a multitude of other NSU exhibits, also under the title “Innovation. Wagemut. Transformation. 150 Jahre NSU”: a total of 19 cars, 22 mopeds, motor scooters, and motorcycles, 9 bicycles, and other exhibits, like the first Wankel engine, the Stoll knitting machine, and a 1:4 scale model of the “aluminum egg.” The “aluminum egg” is a nickname for the NSU type 8/24 PS, a car from the early 1910s. NSU initially made its body out of aluminum – a first step toward lightweight construction at the Neckarsulm site. Stefan Felber, curator of the special exhibition at the Audi Forum in Neckarsulm, says that “working together with our colleagues from the Deutsches Zweirad- und NSU-Museum Neckarsulm on a subject as varied as NSU history was a great joy. Collaboration like that goes together perfectly with the kind of birthday you would want to celebrate with good friends – and you can see the outcome of that cooperation.”

Part of the special exhibition in the Audi Forum in Neckarsulm is the anniversary exhibition “[40 Years of Audi Sport GmbH – Fascination meets performance](#).” It offers an overview of the history of the AUDI AG subsidiary. Founded as quattro GmbH in 1983 with a handful of employees, this Neckarsulm-based Audi affiliate now shapes the sporty and exclusive image of the brand with the four rings. The exhibition provides an overview of four decades of Audi Sport – from the first accessories in the Audi collection, vehicle customization options, and the first car developed at what was then quattro GmbH to customer motorsports and the current high-performance models.

Deutsches Zweirad- und NSU-Museum Neckarsulm

Open: Tuesday to Sunday and holidays, 10 AM to 5 PM.

Admission: € 7.50 for adults (discount with motorcycle or bicycle helmet), € 4.00 for children

Additional information and updates at www.demomu.de

Audi Forum in Neckarsulm

Open: Monday to Friday, 8 AM to 4 PM, free admission; tours are available through the exhibition. The Audi Forum in Neckarsulm is closed Saturdays, Sundays, and holidays, but open on selected Saturdays (ex., June 17, June 24, and July 1) from 8 AM to 1 PM. Further information

at [Visitor service | Audi Forum in Neckarsulm](#)

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The **Deutsches Zweirad- und NSU-Museum Neckarsulm** is home to one of the most substantial collections of two-wheeled vehicles in Germany. In terms of its scope, depth, and quality, the collection belonging to the city of Neckarsulm is one of the country's outstanding motorcycle collections. Continuous collection of significant testaments to technological history started in 1956. Today, the Deutsches Zweirad- und NSU-Museum Neckarsulm is one of the leading specialized two-wheeled vehicle history museums.

The permanent collection in the historic Deutschordensschloss includes outstanding exhibits from NSU history, from its early days to its world champion bikes to the successes of the former global market leader.

The Neckarsulm collection includes not only NSU brand motorcycles made in Neckarsulm, but also about 140 other motorcycle brands. These are supplemented with exhibits from more than 130 bicycle manufacturers and NSU brand cars.

The Audi logo consisting of the four rings symbolizes the Audi, DKW, Horch, and Wanderer brands, which were merged into Auto Union in 1932. Auto Union and NSU merged in 1969 and played a major role in shaping the development of the automobile. Finally, in 1985, Audi NSU Auto Union AG became AUDI AG. Since 1998, Audi Tradition/Auto Union GmbH, together with NSU GmbH, has been maintaining and presenting Audi's extensive and wide-ranging history. The Audi museum mobile at the Audi Forum Ingolstadt is open from Monday to Friday between 9:00 a.m. and 5:00 p.m. and on Saturdays, Sundays, and public holidays from 10:00 a.m. to 4:00 p.m. The August Horch Museum Zwickau is open Tuesday through Sunday from 9:30 a.m. to 5:00 p.m. AUDI AG and the city of Zwickau each hold a 50 percent stake in August Horch Museum Zwickau gGmbH. www.audi.de/tradition

Audi Tradition supports the work of Audi Club International e.V. (ACI). The umbrella organization officially recognized by AUDI AG represents all of the Audi brand clubs as well as the clubs of the predecessor brands of today's AUDI AG. For more information, please visit www.audi-club-international.de

The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 21 locations in 12 countries. Audi and its partners are present in more than 100 markets worldwide. In 2022, the Audi Group delivered 1.61 million Audi vehicles, 15,174 Bentley vehicles, 9,233 Lamborghini vehicles, and 61,562 Ducati motorcycles to customers. In the 2022 fiscal year, AUDI Group achieved a total revenue of €61.8 billion and an operating profit of €7.6 billion. Worldwide, more than 87,000 people worked for the Audi Group in 2022, over 54,000 of them at AUDI AG in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.
