



OPPORTUNITIES and CHALLENGES of e-MOBILITY for EUROPE

FURTHER IMPROVEMENTS
"THE FUTURE OF INDIVIDUAL MOBILITY WILL BE INCREASINGLY ELECTRIC. AUDI'S ANSWER WILL BE A HIGHLY ATTRACTIVE RANGE OF FULLY ELECTRIC CARS AND A COMPETITIVE OFFER OF CHARGING & MOBILITY SERVICES."



THE FIRST FULL ELECTRIC CAR WILL COME IN 2018

CO2 REDUCTION



ECO SYSTEM
COLLABORATION needs PARTNERSHIPS

"THE RAPID RISE OF ELECTRIC, AUTONOMOUS & SHARED VEHICLES REPRESENTS A MOBILITY REVOLUTION THAT IS RESHAPING THE WAY WE LIVE, WORK, AND MOVE ABOUT. IT SMATTERS ESTABLISHED RELATIONSHIPS WITH BRANDS AND RECREATES THE STATUS QUAO OF MOBILITY."

SCOUTING

START UPS

PITCH

CORPORATE CULTURE

I WANT TO DRIVE THIS!

CONFIDENCE

Variety

Small LOW-SPEED ELECTRICS

ELDERLY

DELIVERY

"SMALL & LIGHTWEIGHT VEHICLES SHALL BE COMPLEMENTARY MEANS TO PUBLIC TRANSPORTATION FOR URBAN COMMUTE IN THE FUTURE. TOWARDS THIS TREND, ELECTRIC MOBILITY WILL BE A CORE TECHNOLOGY THAT THE AUTOMOTIVE INDUSTRY MUST ADVANCE."

WHAT WILL DRIVE TOMORROW

WHAT DOES THE CUSTOMER WANT?

e-mobility is GREAT BUT IT'S NOT SUCCESSFUL TODAY...

SAVING CAPACITY
SAFETY
CONVENIENCE



INEVITABILITY - IT WILL HAPPEN
YOU HAVE TO THINK LONG-TERM
IT'S A HUGE EFFORT IN INFRASTRUCTURE
BE CREATIVE & HARVEST ENERGY

TIPPING POINT

in 5 YEARS

CUSTOMER CHOICE NEEDS COMPETITION

AUTONOMOUS DRIVING

WHO PROVIDES GREEN ENERGY?

BUSINESS MODELS of the FUTURE

- IMPROVE DESIGN & FUNCTIONALITY
- PERFORMANCE
- TIME & INFRASTRUCTURE
- MARKETING + EXPOSURE

GAIN ACCEPTANCE

R&D PROGRESS

KNOWLEDGE IS KEY
DIFFERENT KIND OF THINKING

CHALLENGES

- RETRAIN EXPERTS
- INITIATE NETWORKS
- START-UPS with SUPPLIERS

QUALITY OF LIFE

ROAD DIET AIRPORTS!
IT'S POSSIBLE

SAVE ENERGY by LIGHTWEIGHT
CHANGE IS

ZERO EMISSION

GREEN GDP

LICENSE PLATE LOTTERY

THE OPPORTUNITY for the BRAVE

WHEN DID YOU LAST ENJOY DRIVING?

INNOVATE MAKE THE DIFFERENCE

EDUCATE

DRAW THE CONSUMER INTO OUR THINKING

HOLISTIC MOBILITY PERSPECTIVE

IF YOU WANT TO BE INNOVATIVE LOOK AT YOUR NUMBERS 20-25% IN 2025 IS NOT ENOUGH!

the PROBLEM is Part of the SOLUTION

ON FAST SPEED

SYSTEM INTEGRATION PACKAGES

FUTURE STATE

HAVE the COURAGE to DISRUPT YOURSELF

ORCHESTRATE NETWORK OF PARTNERSHIPS

AUDI IS NOT ALONE



WILL WE BE PREMIUM OR JUST AN EXPENSIVE HOBBY?

CHARGING CAN'T BE FOR FREE!

MANY MORE STATIONS, more attractive

COST CONSCIOUS

SMALL UGLY & EXPENSIVE

NOT PERFECT

ALWAYS IRRATIONAL



TESLA

BYD

SAATCHI

LEONARD

START-UPS

SOCIETY

ACADEMIA

SCIENCE

Service

INDUSTRY

SOCIETY

START-UPS

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