

Audi is one of the world’s leading premium automotive brands, and builds high-quality, technologically progressive cars that are among the most admired on the international market. An advanced, forward-looking approach to corporate management and development constitutes the basis of our success. We place our customers’ wishes at the very heart of our unceasing quest to find ever better solutions. This philosophy is reflected in our brand claim “Vorsprung durch Technik”.

There are many arguments in favour of our cars. Aspects of commonsense, as well as their sheer fascination and appeal. When you set out in an Audi, you discover new dimensions to driving. You sense the allure of true sportiness, hear the rhythm of progress and see the power of pioneering technologies. The feature pages of this Annual Report illustrate precisely those things that appeal to the eye, the ear and the senses of smell and touch. Follow your senses and you will be richly rewarded.

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A DVD inside the back cover of this Annual Report features exciting film clips marking the anniversary of “25 years of Audi quattro”.

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