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Audi – the Premium Brand
on the Road to Success



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Chairman of the Board, AUDI AG

KEY FINANCIAL FIGURES – AUDI GROUP



		2005	2006	% change
Sales to customers	[veh.]	829,109	905,188	9.2
Revenue	[EUR mill.]	26,591	31,142	17.1
Operating income	[EUR mill.]	1,407	2,015	43.2
Operating margin	[%]	5.3	6.5	

Audi - the most successful premium brand

Substantial rise in
profitability

Volume growth to
1.5 million vehicles



Customer enthusiasm
and image leader in
emotion and quality

Most attractive employer

- ▶ Volume growth to 1.5 million vehicles by 2015



OVERVIEW OF UNIT SALES

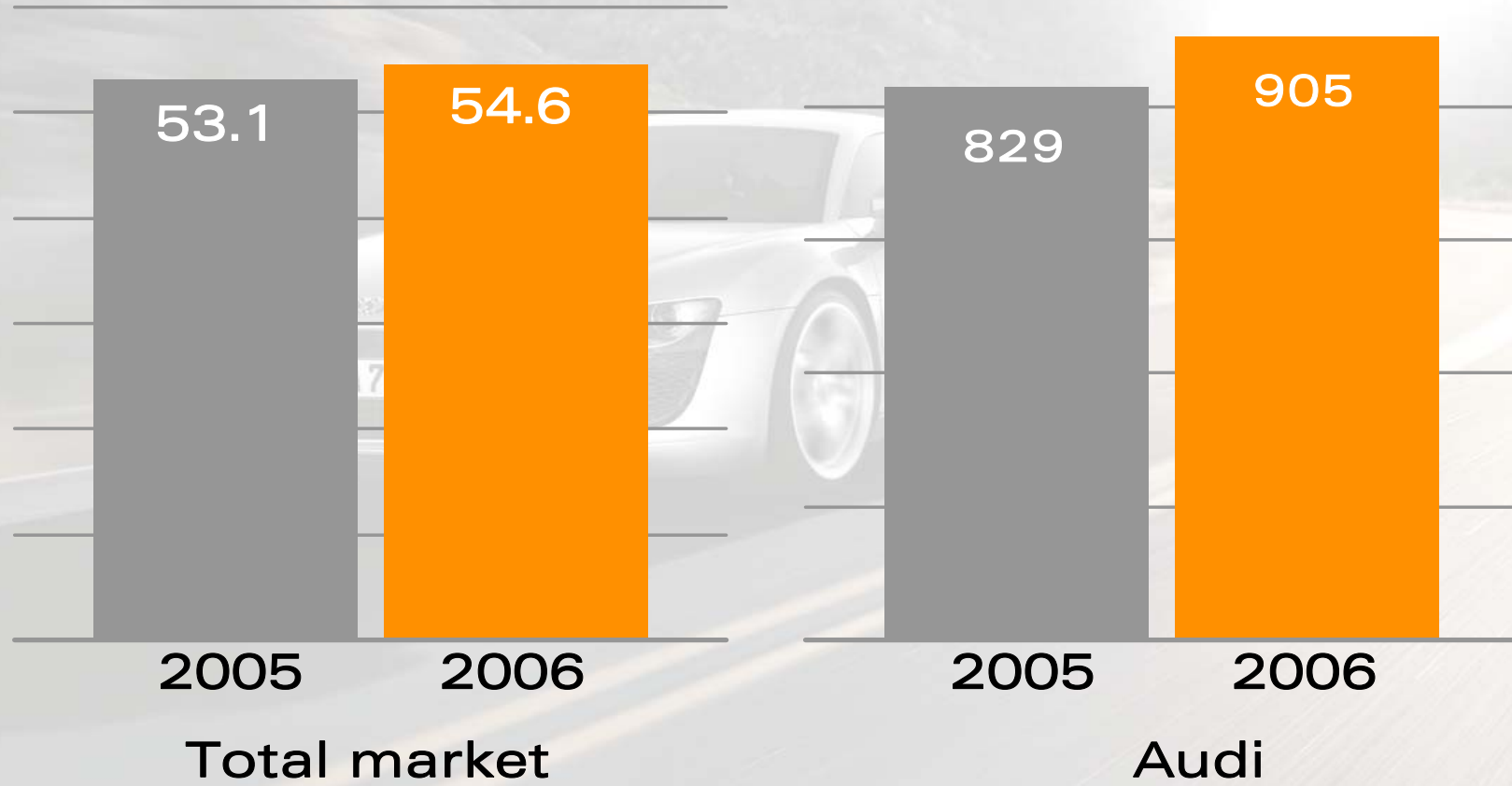


[Mill. veh.]

['000 veh.]

+2.8%

+9.2%





Tapping new growth markets



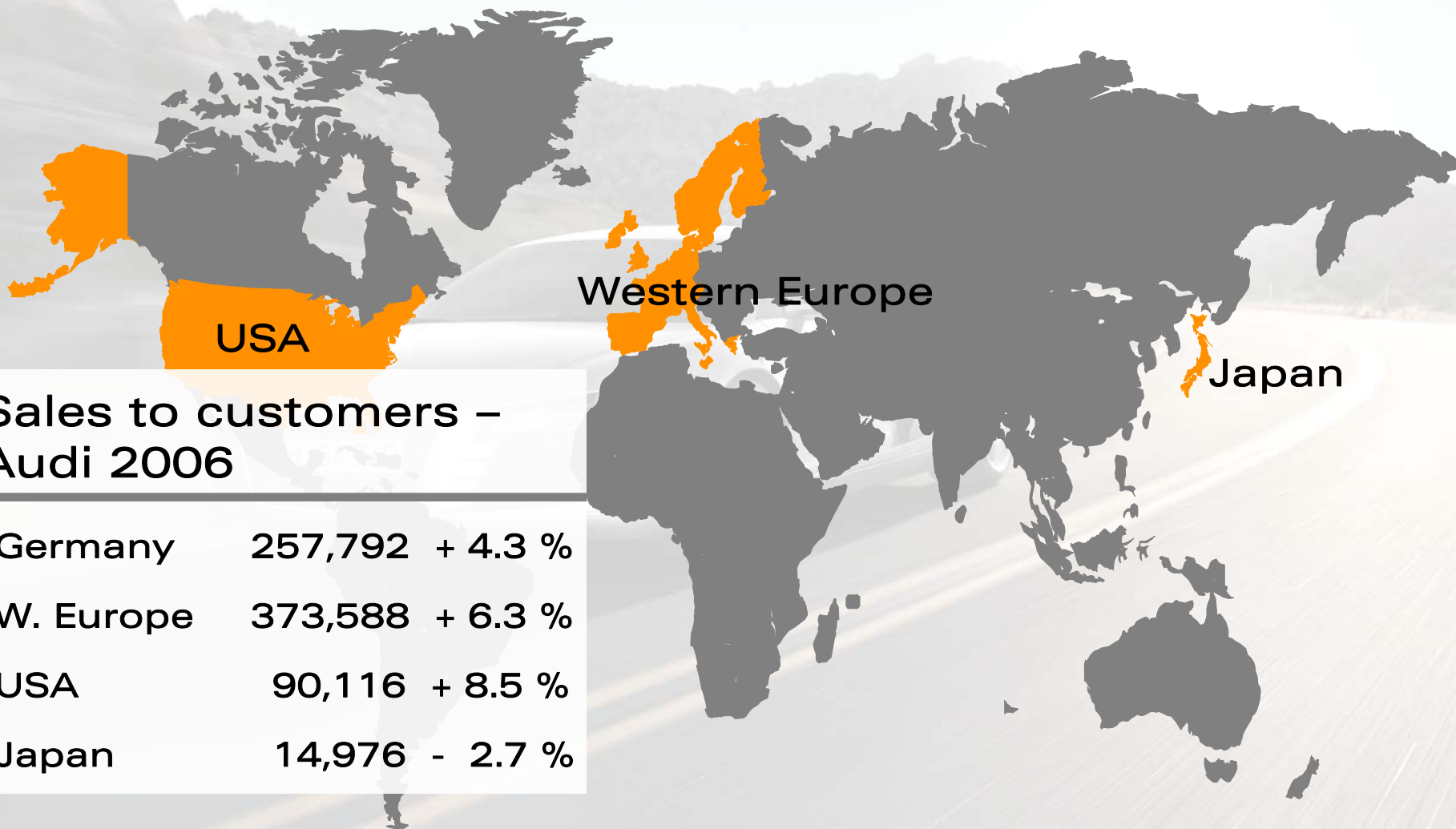
Better exploitation of existing markets



Systematic development of our model range



BETTER EXPLOITATION OF EXISTING MARKETS (EXTRACT)



Sales to customers – Audi 2006

Germany	257,792	+ 4.3 %
W. Europe	373,588	+ 6.3 %
USA	90,116	+ 8.5 %
Japan	14,976	- 2.7 %

TAPPING NEW GROWTH MARKETS

(EXTRACT)



Sales to customers – Audi 2006

China	81,708	+ 38.8 %
Russia	10,050	+ 64.3 %
Middle East	4,616	+ 53.5 %
South Korea	4,311	+ 96.0 %
India	300	+185.7%



MODEL LAUNCHES 2006



Audi Q7



S8



RS 4 Avant / Cabriolet



S3

January

March

May

July

September

November

February

April

June

August

October

December

A4
Cabriolet



A6 allroad
quattro



S6



TT Coupé



MODEL LAUNCHES – 1ST HALF OF 2007



TT Roadster



Audi A5



Audi R8

- ▶ Customer enthusiasm and image leader for emotion and quality



AWARDS (EXTRACT)



Auto Week (USA)

"Best economy car" (A3)

"Best luxury car" (A8)



auto motor und sport (GER)

"Best segment car 2007"

Audi A3, A6, Audi Q7



Consumer Reports (USA)

"Recommended"

*Audi A3, A4, A6
and S4*



CUSTOMER ORIENTED INNOVATIONS



quattro



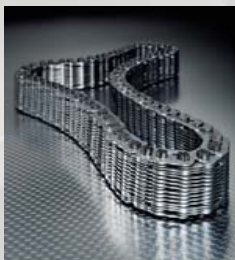
**Direct Shift
Gearbox**



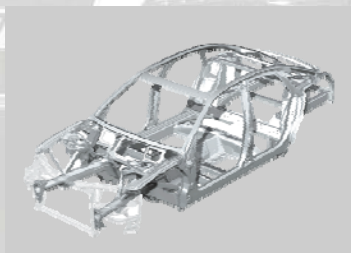
**Multi Media
Interface**



magnetic ride



multitronic



Audi Space Frame



**LED headlight
technology**



TDI, FSI, TFSI

- ▶ **Substantial
rise in
profitability**



KEY FINANCIAL FIGURES – AUDI GROUP



		2005	2006	% change
Revenue	[EUR mill.]	26,591	31,142	+17.1
Operating Income	[EUR mill.]	1,407	2,015	+43.2
Profit before tax	[EUR mill.]	1,310	1,946	+48.5
Profit after tax	[EUR mill.]	824	1,343	+63.0
Rate of return before tax	[%]	4.9	6.2	
Return on investment	[%]	9.7	14.2	

KEY FINANCIAL FIGURES – AUDI GROUP



		2005	2006	% change
Cash flow from operating activities	[EUR mill.]	3,252	4,428	+36.2
Investing activities	[EUR mill.]	1,712	2,442	+42.6
Net cash flow	[EUR mill.]	1,540	1,986	+29.0
Net liquidity	[EUR mill.]	3,391	5,720	+68.7

HIGH PRODUCTIVITY



The diagram features a background image of a silver Audi car driving on a road through a hilly landscape. Overlaid on this are three main elements: a grey arrow pointing up on the left, a grey arrow pointing up in the center, and a large yellow arrow pointing down on the right. The text "Boost efficiency" is inside the left grey arrow, "Optimise processes" is inside the center grey arrow, and "Cut costs" is inside the yellow arrow.

**Boost
efficiency**

**Optimise
processes**

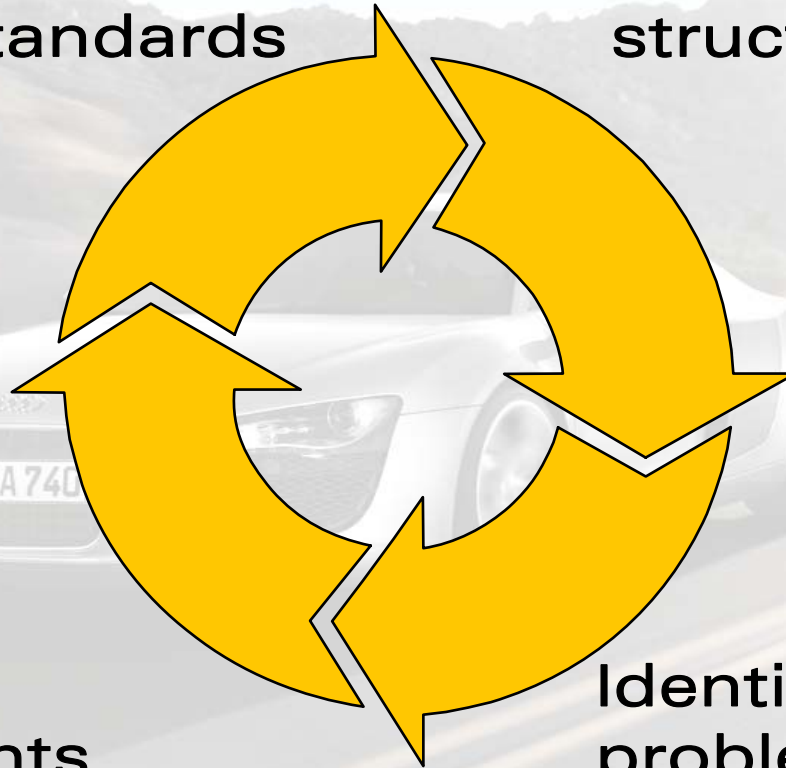
**Cut
costs**

CONTINUOUS IMPROVEMENT PROCESS



Introducing improved standards

Reassessing existing structures in every area



Suggesting improvements

Identifying problems and waste

- ▶ **Most attractive employer**



► Challenges



ENVIRONMENTAL COMPATIBILITY AS AN ELEMENT OF THE AUDI STRATEGY



BUILDING BLOCKS FOR IMPLEMENTATION



(EXAMPLES)

Reengineering powertrains

- ▶ Combustion principle
- ▶ Audi valvelift system
- ▶ Bluetec®

Vehicle-based optimisation

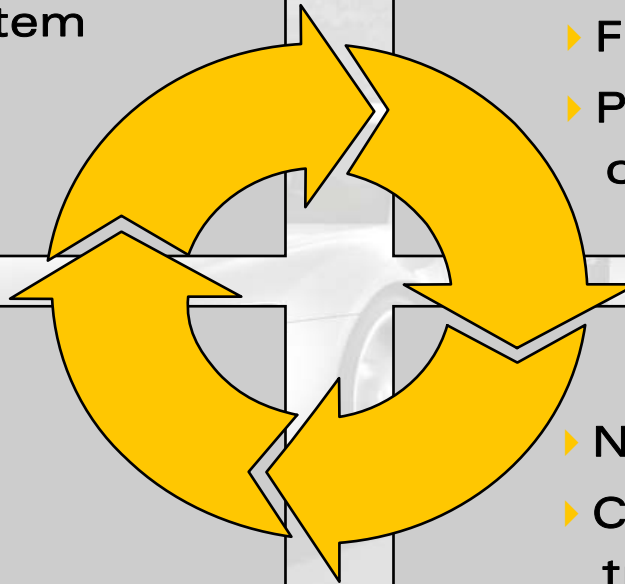
- ▶ Thermo-management
- ▶ Frictional optimisation
- ▶ Power consumption optimisation

Alternative fuels

- ▶ SunFuel
- ▶ SynFuel

Assistance systems

- ▶ Navigation systems
- ▶ Consumption-optimised transmission shifts





This presentation contains statements on the future business progress of the Audi Group. These statements can be identified in both the spoken comments and in the texts by such words as "expect", "plan" and "intend" or similar words. These statements are based on assumptions regarding the development of the economy in individual countries and in particular in the car industry, which we have made on the basis of the information that is available to us and that we currently regard as realistic. The estimates are exposed to risks, and the actual development may deviate from anticipated developments.

If there is consequently an unexpected downturn in or stagnation of demand in our principal sales markets, such as Western Europe (including Germany in particular), the USA or China, this will affect our business performance correspondingly. The same applies in the event of significant changes to the current exchange rates of the US dollar, the pound sterling and the Japanese yen.

If one of these factors of uncertainty or other imponderables should materialise or the assumptions on which the statements are made prove to be false, the actual results could deviate from the results quoted in these statements or implicitly expressed.

Announcements of an anticipatory nature are not updated in retrospect. These statements are valid on the day of publication and may be replaced.