Annual Press Conference of AUDI AG
We live Vorsprung durch Technik.

We shape the Future of Mobility.

We take the Future to Series production.
Audi: We live Vorsprung durch Technik

>10,000
R&D engineers
We team up and shape the Future of Mobility.
Audi Group: Four powerful Brands well on Track
We take the Future to Series production.
The Future of Mobility: Trends change our Life

Sustainability

CO₂
The Future of Mobility: Trends change our Life

Connectivity
The Future of Mobility: Trends change our Life

Simplicity
The Future of Mobility: Trends change our Life

Piloted Driving
Design Language
Strategic Product Planning
Modular Matrix System

variable

standard

variable variable variable
Modular Concepts
manage Complexity and boost Efficiency and Flexibility.
We take the Future to Series production.
Outlook 2014: We take the Future to Series Production

17 Models and Derivatives

2014
Product Initiative
Audi Q1: SUV Success Story carries on

Audi Q1
Coming 2016
Sporty Design Icon: Audi TT is Brand Success Booster

Audi TT 1995  Audi TT 1998  Audi TT 2006
Highlight Model 2014: Third generation Audi TT

Geneva 2014
Audi TT Virtual Cockpit: World Premiere for series production
Audi TT allroad shooting brake: Concept Car for future TT
Audi quattro sport concept: Power Pack for Circular Track

<table>
<thead>
<tr>
<th>Engine Power</th>
<th>Total Weight</th>
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<tr>
<td>420 hp</td>
<td>1.344 kg</td>
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Geneva 2014
Efficiency: Audi pushing Innovation in Automobile Construction

20% Emission Reduction

Optimized

- Weight
- Rolling Drag
- Air Drag
Efficiency: Alternative Drives in support of CO₂ Balance

30% Emission Reduction

- Plug-in Hybrid
- Natural Gas
- Battery electric vehicle
- Fuel Cell
Audi ultra: CO₂ Champions in every Model Range

Audi A3 ultra

Audi A4 ultra
Audi A3 g-tron: Full Throttle for Efficiency
Efficiency: Plug-in-Hybrids maximize alternative Mobility

CO₂ Emission
35 g/km
Battery Electric Mobility: Significant Development Progress

Range Approx.

450 km

Powertrain Efficiency

On-Board Power Supply
Audi R8 e-tron: Top-Prototype for future Technologies
We live Vorsprung durch Technik.