Annual Press Conference of AUDI AG
Success factors: Four questions determine our future

- Internationalization
- Digitalization
- Changing values
- Sustainability
Internationalization: The world is getting smaller
Deliveries: Audi grew by 7.4 percent as of February 2015 in thousand of automobiles.
Hintergrundfilme/Off-MAZen zu Mexiko

Luftaufnahme Werk Mexiko
Trainingscenter und Menschen im Training
Digitalization: Merging virtual and real worlds

Internationalization

Changing values

Digitalization

Sustainability
Hintergrundfilme/Off-MAZen zu Digitalisierung
3D glasses: Audi Virtual Reality experience gives new insights
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Sustainability: “This is our most important race.”
Resource efficiency: “ultra” gets more output from less input

Power in relation to number of cylinders
Fuel consumption in relation to power

R10 2006
R15 2010
R18 2013
R18 2014

+72% power
-38% fuel consumption
Changing values: What will premium mean in tomorrow´s world?

Internationalization

Digitalization

Changing values

Sustainability
Model initiative: Two new SUVs continue our success story
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Ducati: 1299 Panigale and Scrambler to be launched in 2015
Lamborghini: Aventador Superveloce sharpens the brand’s profile
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