Annual Press Conference of AUDI AG
Piloted driving: Bobby and Jack demonstrate “Vorsprung”
Hintergrundfilme/Off-MAZen gemäß Text

bestes Design

weltbeste

Marke
Audi: Double-digit increase in worldwide deliveries in 2014
in thousand of automobiles

2013: 1,575
2014: 1,741

+10.5%
Lamborghini: The brand celebrates the best year in its history

- 2013: 2,121
- 2014: 2,530

Growth: +19.3%
Ducati: “La Rossa” ended the motorcycle year with slight plus

+ 1.9 %

2013: 44,287
2014: 45,117
Europa: Audi continues to be the leading premium brand

763,000 deliveries
China: Locally produced models extend lead of Audi

578,000 deliveries
USA: Dealers report fifth consecutive record year

182,000 deliveries
Neckarsulm: Production site expanded with Boellinger Hoefe
Audi Neuburg: High-tech area strengthens the region
Hintergrundfilme/Off-MAZen für Modelle

TT, S- und RS-Modelle
Hintergrundfilme/Off-MAZen für A3 e-tron

A3 e-tron – MAZ aus Produktion
Workforce: Audi Group recruits 8,190 new employees worldwide

<table>
<thead>
<tr>
<th>Subsidiary</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUDI AG</td>
<td>4,548</td>
</tr>
<tr>
<td>AUDI HUNGARIA</td>
<td>1,658</td>
</tr>
<tr>
<td>AUDI MÉXICO</td>
<td>883</td>
</tr>
<tr>
<td>PSW</td>
<td>215</td>
</tr>
<tr>
<td>Automobili Lamborghini</td>
<td>184</td>
</tr>
<tr>
<td>other subsidiaries</td>
<td>702</td>
</tr>
<tr>
<td><strong>new employees 2014</strong></td>
<td><strong>8,190</strong></td>
</tr>
<tr>
<td><strong>total Dec. 31, 2014</strong></td>
<td><strong>79,483</strong></td>
</tr>
</tbody>
</table>
## Key financials: Audi Group increases revenue and operating profit

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (EUR million)</th>
<th>Operating profit (EUR million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>49,880</td>
<td>5,030</td>
</tr>
<tr>
<td>2014</td>
<td>53,787</td>
<td>5,150</td>
</tr>
</tbody>
</table>

+ 7.8% increase in Revenue

+ 2.4% increase in Operating profit