Motor sports: Audi attacks again in 2016 season

WEC: Audi R18
DTM: Audi RS 5 DTM
GT customer sports: Audi R8 LMS
Products 2016: More than 20 models coming to market

Audi RS Q3 performance
Audi R8 Spyder
Audi Q7 e-tron
Audi TT RS Coupé
Audi A5 Coupé
Audi TT RS Roadster
Audi SQ7 TDI
Audi A4 allroad quattro
Audi S5 Coupé
Audi Q2
Audi S4 Limousine
Audi S4 Avant
Lamborghini: Special model Centenario to Ferruccio Lamborghini
Lamborghini: Latest derivatives of super sports cars introduced

- **Huracán**
  - LP 610-4

- **Huracán**
  - LP 580-2

- **Aventador**
  - LP 750-4 Superveloce

- **Aventador**
  - LP 750-4 Superveloce Roadster
Ducati: New models target additional customer groups

XDiavel

1200 Multistrada Enduro

Scrambler Sixty2
Italdesign: Design and development hub re-positioned
Vorsprung: leverage the potential of digitization
Acquisition: HERE is world market leader for digital maps

HERE data update in real time.

Maps include data on road conditions, weather or risky spots.

Systems are able to act predictively.
Vorsprung: do pioneering work
25th hour: Gaining more control over personal time

\[ T_i = \sum_{i=0}^{n} x_i(t) \times (qt_i + dt_i + pt_i) - \sum_{i=0}^{n} y_i(t) \times nt_i + z_i(t) \times tt_i \]
Vorsprung:
shape premium solutions for electro mobility
Electro mobility: Audi Brussels getting ready for e-factory
Vorsprung:

improve

the proven
Premium sharing: “An Audi – when I want and where I want”

**Audi select**
- Private leasing concept for more than one model

**Audi shared fleet**
- Company fleet with additional value for employees

**Audi on demand**
- Rental concept for desired Audi on demand
Vorsprung: understand urban centers and their logic
Audi. Vorsprung.