Deutsche Bank Fieldtrip
Munich, December 4, 2018
2018: model initiative at its peak
spectacular upbeat for Audi e-tron
challenging year 2018

- introduction of >20 new models and derivatives
- new test cycle in Europe
- special items due to diesel issue
almost at prior year level
Audi brand 1-10/2018

Deliveries

World
1,525,300 cars
(1,538,690)
-0.9%

Europe
648,300 cars
(729,175)
-11.1%

USA
183,476 cars
(180,339)
+1.7%

China
539,730 cars
(472,498)
+14.2%
Operating Performance

Operating profit/margin (EUR m)

<table>
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<tr>
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<th>1-9/2017</th>
<th>1-9/2018</th>
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<tbody>
<tr>
<td>Special items</td>
<td>2,871</td>
<td>-800</td>
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<td></td>
<td>3,941</td>
<td>3,671*</td>
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<td>9.0%</td>
<td>8.3%*</td>
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special items (reflect fine imposed by Munich II public prosecutor due to deviations from regulatory requirements in certain V6 and V8 diesel engines and diesel engines manufactured and distributed by the AUDI AG)

* before special items

covers special items related to Diesel issue
major contributor to VW Group NCF

<table>
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<th>Net cash flow (EUR m)</th>
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<tr>
<td>1-9/2017</td>
<td>2,552</td>
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<tr>
<td>1-9/2018</td>
<td>3,116 (+22.1%)</td>
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Audi makes heavy upfront expenditure into strategic fields

- Electric mobility
- Autonomous Driving
- Digital Services
Audi Transformation Plan (ATP) funds the future

- transforms and prioritizes resources
- frees up a total of €10 billion until 2022
- secures Operating RoS 8-10% until 2025
enhance China business transformation of skills

strong C-/D-portfolio

utilize synergies & lower material costs

reprioritize & focus on USPs

MEB & PPE for profitable EV
Jens van Eikels
Head of Model line e-tron/ e-tron sportback
Why are we going electric?
SUSTAINABILITY

CUSTOMER BEHAVIOR & DEMAND

LAW
What are the key factors for success?
100% Audi DNA

PERFORMANCE

DESIGN & QUALITY

TECHNOLOGY
Design, Quality & Usability

CUSTOMER DEMAND in C-SEGMENT

GROWING SEGMENT

MAKING EV SEXY

fullsize SUV
AUDI DNA

Performance

- 30% Recuperation
- 95 kWh
- >400 km (WLTP)
- quattro
- cw: 0.27
- Offroad
electric quattro

Safety
Fun
Efficiency
AUDI DNA

TECHNOLOGY

VAS

Smart Assistance

150 kW
HIGH POWER CHARGING with 150kW

Optional virtual side-view mirrors

Optional second charging socket

Best recuperation system (1 Box-Brake)

Functions on demand

Trailer Hitch 1,8t

Reproducible driving performance without derating

e-tron solutions for charging & travelling
Is it a „one-off“?
THE AUDI E-TRON is the beginning...

...of an ELECTRIC MODEL INITIATIVE
E-PRODUCTPORTFOLIO*

approx. 35% in 2025

*electric and electrified
E-ROADMAP: AUDI ELECTRIFIED

BEV platform
PPE

BEV platform
MEB

BEV-dedicated platform

PHEV

Audi e-tron
Audi e-tron SB
Audi e-tron GT

A3 e-tron
A6L e-tron

2016
2020
2025
Audi e-tron Sportback
2019

*concept*
Audi e-tron GT 2020*
What about the battery?
Battery assembly at carbon-neutral factory in Brussels
BATTERY

- **car life** construction
- **432** Li-Ion cells
- **36** modules
- **699kg** weight
- **2,28 m x 1,63 m x 0,34 m** dimensions

**Biggest challenges**
- TOO heavy
- TOO big
- TOO expensive

**~ 33%** material costs
What happens with the battery after car life?
SECOND LIFE

Stationary energy storage from a sustainable and economic point of view

RECYCLING

Running pilot projects on the retrieval, disassembly of batteries and separation of the several raw materials
Why Brussels?
Chances and synergy effects by shifting the Audi A1 to Martorell (Spain)

Learning in a dedicated “e-plant“

Bundling of know how & expertise

In the future...

Electric cars in all of our plants worldwide

Overall flexibility - ICE & electric cars in one factory
What is the role of our factory in Győr?
Series production of electric motors started in July 2018.

Actually installed capacity of 400 electric motors per day can be increased gradually.

Pre-development & knowledge building started early in the technical center.

New winding and inserting center.

Modular method in production cell.
How can the customer use an electric car with ease?
PRIVATE

CHARGING AT HOME

~85% of charging events

Private parking space

At the workplace

PUBLIC

CHARGING ON THE ROAD

5-10% of charging events

Motorway services

CHARGING AT DESTINATION

5-10% of charging events

Customer parking

Public car parks
How long does charging take?
At home, charging overnight is sufficient, on the road every minute counts.

- Home charging: 8.5 / 4.5 hours
- Today's standard: ~80 minutes
- Today's benchmark: ~40 minutes
- Audi 2018: ~30 minutes
- 150 kW: ~30 min.
- 350 kW: ~12 min.

Typical rest stop on long distance drives: 20-30 min

Customer expectation (typical gasoline station visit): <10 min
How do we ease private charging?
PRIVATE Charging

SMART HOME INTEGRATION

Bis zu 11 kW

LADESYSTEM COMPACT

Bis zu 22 kW

optional
Is a long distance trip a challenge?
USA
484 stations
by the end of 2019

EUROPE
400 stations
by 2020
What about other public charging facilities?
E-TRON CHARGING SERVICE

ONE Premium Access Europe-wide

- **70,000+** AC/DC charging points with up to 50 kW
- **2000+** High Power Charging points with up to 350 kW
- **International** roaming via Hubject, e-Clearing, etc.
- **220+** Charge point operators in 16 countries
Do I have to use several apps & maps?
RELAXED TRAVELLING
with the e-tron route planner

Convenient route planning in the car or via myAudi App

- Calculation of the **required charging stations** taking account of the current traffic situation
- **Display of the arrival time** including the necessary charging time
- Navigation continues **outside of the vehicle** (First/Last Mile)
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