dbAccess AutoTech Conference

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After establishing Audi as a credible BEV brand with e-tron, in 2021 Audi is making an important step towards scaled e-mobility with Audi Q4 e-tron.

Audi e-tron: Combined electric power consumption in kWh/100 km (62.1 mi): 24.3 - 21.0 (NEFZ); Combined CO2 emissions in g/km: 0

Information on fuel/power consumption and CO2 emissions in ranges depending on the chosen equipment level of the car.
As the first German premium OEM Audi has brought a full-size electric SUV to the market.

**THE PIONEER**

**STRATEGIC RATIONALE**

- **Time to Market** - first mover in premium segment among classical OEMs
- Establishing Audi as a BEV manufacturer
- **C-Segment** car with higher transaction price
- **Substantial contribution** to cover investments
- Lever to achieve **CO₂-Targets**

**PRODUCT HIGHLIGHTS E-TRON SB**

- Virtual mirrors & digital matrix light
- **up to 440+ km (WLTP) // 95 kWh**
- **Recuperation system**, up to 30% range contribution
- **150 kW charging** over longer periods of time (to 80% in < 30 min)

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1) based on e-tron Sportback S5 Quattro

Audi e-tron S5 quattro: Combined electric power consumption in kWh/100 km (62.1 mi): 23.1 – 21.0 (NEFZ); Combined CO₂ emissions in g/km: 0; Audi e-tron Sportback S5 quattro: Combined electric power consumption in kWh/100 km (62.1 mi): 22.7 - 20.6 (NEFZ); Combined CO₂ emissions in g/km: 0; Audi e-tron S: Combined electric power consumption in kWh/100 km: 28.4–26.8 (WLTP); 28.2 (NEDC); Combined CO₂ Emissionen in g/km: 0; Audi e-tron S Sportback: Combined electric power consumption in kWh/100 km: 28.1–26.4 (WLTP); 27.6–27.5 (NEDC); Combined CO₂ emissions in g/km: 0
»The quietest, smoothest electric car I’ve ever driven. This is Audi laying down a marker for those that follow.«
topgear.com, 03/2019

»Audi e-tron is world market leader in its segment«
automotiveworld.com, 07/2020

»Electric car market share hits record high in Norway, Audi e-tron is leading the pack«
electrek.com, 07/2020

»Fast charging and long-distance qualities as a trump card«
electrek.com, 07/2020

Press Feedback

Audi e-tron S Sportback: Combined electric power consumption in kWh/100 km: 28.1-26.4 (WLTP); 27.6-27.5 (NEDC);
Combined CO₂ emissions in g/km: 0
Over 58k customers have chosen an Audi e-tron. Regional success highly influenced by market specific attractiveness of BEVs — Norway leads the way.

Deliveries to customers
Audi e-tron family in k units

+96% deliveries 1-9/2020 vs. 1-9/2019

>58k e-tron deliveries 2018-2020YTD
Dedicated BEV platforms shared across VW Group brands enable us to benefit from scale advantages, offering uncompromising BEVs in relevant segments.

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<th>J1</th>
<th>MEB</th>
<th>PPE</th>
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<td>A</td>
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<td>~20m vehicles by 2029&lt;sup&gt;1)&lt;/sup&gt;</td>
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<sup>1)</sup> across all brands of the VW Group

- **MLBevo**: Audi
- **J1**: Audi, Porsche
- **MEB**: Audi, Seat, Škoda
- **PPE**: Audi, Porsche

- **D**: e-tron GT
- **C**: e-tron Sportback, e-tron
- **B**: Q4 e-tron
- **A**: more to come...

- flat-floor sedan
- mid-size SUV

**BEV only platforms**
Audi e-tron GT concept
e-tron GT will emotionally charge the definition of an e-tron – an even sportier RS version will follow.

### e-tron GT

#### THE BRAND SHAPER

- 🏎️ brand shaper
- 🎊 celebration of Audi design
- 💖 emotional charging of the e-tron brand (analogue to R8, TT)
- 📊 scaling of Porsche’s J1 platform

#### STRATEGIC RATIONALE

- > 434 kW (590 PS)
- Top speed 240 km/h
- 3.5s 0 → 100 km/h
- 400+ km (WLTP) // 90+ kWh
- 800 V enables quicker charging (to 80% in 20 min)
- Recuperation system, up to 30% range contribution
- Market introduction spring 2021

#### PRODUCT HIGHLIGHTS E-TRON GT

- Figures based on concept cars, actual series model may differ.
Q4 Sportback e-tron concept
As the first Audi based on MEB platform, Q4 e-tron will democratize premium electric mobility.

Q4 e-tron
THE ACCESSIBLE E-TRON

STRATEGIC RATIONALE

democratization of electric mobility

attractive price for an attractive car

cost regression thanks to higher volumes

ensuring long-term CO₂ compliance

PRODUCT HIGHLIGHTS Q4 E-TRON

- 225 kW (306 PS)
- top speed 180 km/h
- 6.3s 0 → 100 km/h
- up to 500+ km (WLTP) with RWD // 82kWh
- up to 125kW charging (to 80% in under 40 min)

1) Figures based on concept cars, actual series model may differ.
MEB offers flexible architecture with consistent matrix kit: over 20 different models will be based on the platform.

**Plattform synergies**

- 6 Wheelbase variants
- 3 Wheel Ø variants
- 3 Axle track variants
- 5 Matrix seat height options
- 1 Cell option
- 7 Battery modules

**Top hat synergies**

- Windshield measurements
- Roof frame
- Dashboard
- DAS sensor positioning

**over 20 models across VW Group**
Multi-brand factories reduce investment requirements, provide flexibility, as well as optimized processes and logistics networks.

Efficient plant allocation

Flexibility

Investment synergies

Productivity improvements

Speed up ramp up phase

Exploiting benefits of reduced complexity

Infrastructure optimization

Optimized supplier structure
PPE-based vehicles will address C- and D-segments, bringing performance and design to the next level.
Major improvements in e-axle parameters result from know-how ramp up and the learnings thanks to in-house development.

- e-axle box dimensions: ~30%
- e-axle weight: ~20%
- e-motor dimensions: ~35%
- e-axle performance: +18%
- e-axle efficiency loss: halved
- contribution to range improvement: +10%
Just as MEB, PPE-team strongly focuses on design-to-cost and aims for high share of carry-over-parts.

**COP**

**SYNERGIES IN CURRENT PORTFOLIO**

Audi Mid Size SUV  
(1st SUV on PPE)

**SYNERGIES WITH SISTER BRANDS**

Macan BEV

**SYNERGIES FOR DERIVATIVES / FOLLOWING PROJECTS**

next Audi SUV Derivative

Audi Mid Size SUV  
Long Wheel Base

~ 90% entire vehicle

Example: Platform
To exploit all the benefits shared architectures offer, we define synergy clusters in top hut across whole portfolio and across multiple brands.
With the Artemis Project we rapidly integrate solutions across VW Group to develop the new generation high performance model by 2024.

- accelerated development
- new technology for electric, highly automated driving
- ecosystem around the car with business model
- blueprint for the future agile development
- know-how integration of entire VW Group & Car.SW Org.
- implement additional high-tech benchmarks without jeopardizing the manageability of existing projects

Target: 2024 market introduction
The specified fuel consumption and emission data have been determined according to the measurement procedures prescribed by law. Since 1st September 2017, certain new vehicles are already being type-approved according to the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Starting on September 1st 2018, the New European Driving Cycle (NEDC) will be replaced by the WLTP in stages. Owing to the more realistic test conditions, the fuel consumption and CO₂ emissions measured according to the WLTP will, in many cases, be higher than those measured according to the NEDC. Therefore, the usage of CO₂ emission values measured according to WLTP for vehicle taxation from 1st September 2018 on can cause changes in this regards as well. For further information on the differences between the WLTP and NEDC, please visit www.audi.de/wltp.

We are currently still required by law to state the NEDC figures. In the case of new vehicles which have been type-approved according to the WLTP, the NEDC figures are derived from the WLTP data. It is possible to specify the WLTP figures voluntarily in addition until such time as this is required by law. In cases where the NEDC figures are specified as value ranges, these do not refer to a particular individual vehicle and do not constitute part of the sales offering.

They are intended exclusively as a means of comparison between different vehicle types. Additional equipment and accessories (e.g., add-on parts, different tyre formats, etc.) may change the relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO₂ emissions and the performance figures for the vehicle.

For further information on the official fuel consumption and official specific CO₂ emissions of new cars, please refer to the "Guide to the fuel and energy consumption and CO₂ emissions of new cars", which is available free of charge at all points of sale and from Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, D-73760 Ostfildern or under www.dat.de.
