Audi – Premium market leader in China
Joachim Wedler, President of Audi China
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We do not update forward-looking statements retrospectively. Such statements are valid on the date of publication and can be superseded.
Audi in China

- **FAW-Volkswagen**
  - Audi Production and Audi Sales Division
  - (A6 L, A4 L, Q5, Q3)

- **Audi China**
  - with Audi R&D Beijing

- **Volkswagen Automatic Transmission Tianjin**
  - Audi transmission plant

- **FAW-Volkswagen**
  - Audi Production
  - (A3 Sportback, A3 Sedan)
Premium leader in localization

First localized long-wheel base versions
Audi A6 L (since 1999)
Audi A4 L (since 2009)

First localized premium SUV
Audi Q5 (since 2008)

First localized premium transmission
7 speed S tronic (since 2016)

First localized premium engine
2.0 TFSI 140/185 KW (since 2007)
Audi continues to lead the premium market in China
Most successful first seven months in company history for Audi in China

Audi deliveries to customers in China (incl. Hong Kong), vehicles

- 2007: 102,000
- 2008: 119,600
- 2009: 158,900
- 2010: 227,900
- 2011: 313,000
- 2012: 405,800
- 2013: 492,000
- 2014: 578,900
- 2015: 570,900
- 2016: 336,600

Jan. – Jul. 2016: 336,600 units (+6.5%)
Audi plans to continue the growth in 2016
Every third delivery in China

Audi deliveries to customers worldwide, vehicles
Over 60% of sales volume updated
New Audi A4 L to be launched on September 10, 2016

Share of models updated between December 2015 and September 2016

<table>
<thead>
<tr>
<th>[in %]</th>
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<tbody>
<tr>
<td>&gt;60%</td>
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### New models
- **CKD:** A4 L
- **FBU:** Q7, RS7 plus, TTS Coupe, TTS Cabrio, R8 Coupe

### Facelifts
- **CKD:** Q3, A6L
- **FBU:** RS6 Avant

![Audi A4 L](image1)

![Audi Q3](image2)
Audi leads the SUV growth segment

**SUV share of the premium market**

<table>
<thead>
<tr>
<th>Year</th>
<th>2008</th>
<th>Jan-Jul 2016</th>
</tr>
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<tbody>
<tr>
<td>18%</td>
<td>40%</td>
<td>82%</td>
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**Segment leaders**

- **Audi Q3 (43% share*)**
- **Audi Q5 (31% share*)**

**Since 2015: New Audi Q7**

*January to July 2016*
**Leading a diverse market: Private buyers dominate**

### Audi in China, customer mix

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2016</th>
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<tbody>
<tr>
<td>Government</td>
<td>1 %</td>
<td>0 %</td>
</tr>
<tr>
<td>Fleet customers</td>
<td>&lt;10 %</td>
<td>&lt;10 %</td>
</tr>
<tr>
<td>Private customers</td>
<td>&gt;90 %</td>
<td>&gt;90 %</td>
</tr>
</tbody>
</table>
Verified Top Service: Audi in J.D. Power Rankings China

SSI 2016 (Sales Satisfaction Index)

CSI 2016 (After Sales Service Index)

NO. 1 since 2010

NO. 1 since 2013
Financial services business is growing

Financing in percent of Audi car sales in China

- 2011: 22%
- 2012: 28%
- 2013: 36%
- 2014: 39%
- 2015: 46%
- 2016 Jan.-Jul.: 48%
Sustainable expansion of sales network

Number of Audi dealerships in China

- 2009: ~150
- 2010: ~170
- 2011: ~230
- 2012: ~290
- 2013: ~340
- 2014: ~400
- 2015: ~430
- Aug. 2016: ~450
Paving the way for Audi’s future
Strategic key areas for Audi in China

New Energy Vehicles  Automated Driving  Digitalization
Leading into the future: Strong focus on efficiency

Efficiency programme

Technology
Over 20 percent reduction of average fuel consumption of local models since 2011

First localized e-tron
Audi A6 L e-tron produced in China and to be launched in 2016

Efficient components

Localized 7-speed S tronic
Best-in-class efficiency (with 2.0 T engine)

Developed for Asia

Audi Q7 e-tron
Special TFSI version to be launched in China in 2017
The next generation Audi A8 will be the first series model to master piloted driving up to a speed of 65 km/h.

Testing Advanced Driver Assistance Systems in China since 2013
- Adaption to Chinese traffic conditions
- Predevelopment of next generation driver assist systems.
Audi cooperates with China’s leading digital companies

Audi is the first premium manufacturer to offer high-resolution 3D maps in its navigation systems in China. Map data supplied by Alibaba

Integration of Wechat functions into the Audi MMI under development

Baidu Car Life to be integrated into the Audi MMI in 2017
Thank you