robust development in 2017

**Deliveries**
- Slightly above prior year
  - Audi brand, '000 cars
    - 2016: 1,868
    - 2017: 1,878 (+0.6%)

**Revenue**
- Slightly above prior year
  - Billion euros
    - 2016: 59.3
    - 2017: 60.1 (+1.4%)

**Operating profit**
- Before/after special items (SI) above prior year
  - Billion euros
    - 2016: 4.7
    - 2017: 5.1 (+4.4%)

- SE 1.8
- SE 0.4
successful four months
2018

Audi Brand

Deliveries

1-4/2017: 578,561
1-4/2018: 624,668

+8.0%
successful four months 2018

Thereof SUV 37 percent
229,164 units
outperform US-market
1-4/2018

Q3
Q5
Q7

Q-models
+15.4%

A5 family
A4 family

69,156 cars
(64,358)

+7.5%
growth by >33% in China

1-4/2018

Premium market share >25%

Q5

A4 L

A6 L

202,681 cars

(154,873)

+33.5%
1.2 million deliveries by 2023

- more than double CKD portfolio
- launch of 10 new SUVs
- ~10 electrified models

expand product range

- JV digital services & mobility
- independent sales company

expand business model

comprehensive market initiative
premiere at Audi China Summit
exceptional situation in Western Europe
1-4/2018

- 271,549 cars
  - (286,059)
  - -5.1%

Deliveries
Audi Brand

- e-tron
- A1
- ... (three dots)
- A6
- Q8
- Q3
- models to come
- in 2018

>20

models to come
in 2018

-5.1%

EU flag
successful start into the year

Revenue
significantly above prior year

$billion
euros$

14.4
15.3
+
6.5%

1-3/2017 1-3/2018

Operating profit
significantly above prior year

$billion
euros$

1.2
1.3
+
4.5%

8.7%
8.5%

1-3/2017 1-3/2018

Q1/2018
impressive financial strength in Q1

$1,919$ mil. euros

$(1,487)$
Deliveries
Audi brand

at prior year level

Operating margin
between 8 and 10%

Revenue

slight increase

Net cash flow
between 2.7 and 3.2 billion euros

Outlook 2018
more than 20 launches in 2018

ew products

A1
Q3
A6
e-tron
Q8
Urus
...and many more to come
above peers... 2017

all new Q8

new Q3

first BEV-SUV Audi e-tron

regional SUV-ratio

50% of US-sales

growing popularity

follows SUV-trend

SUV-ratio
...and even extending...
Revolutionizing mobility

Vorsprung durch Technik

The New Premium
Revolutionizing mobility
defines new premium

Digitization
We create the digital experience of tomorrow.

Sustainability
We take e-mobility to the next level

Urbanisation
We set trends in autonomous mobility
Next stage of electric mobility

**Target:** all core model lines electrified by 2025

- **Fully electric models**
  - MEB: more than 3 models between 2020 and 2025
    - Audi e-tron
    - Audi e-tron Sportback
    - Audi e-tron GT
  - PPE: more than 10 models by 2025
    - Audi e-tron
    - Audi e-tron Sportback
    - Audi e-tron GT

- **PHEVs**
  - A3
  - Q7
  - A8
  - Q5
  - A7
  - A6 L
  - Q8
  - ...
...coming up 2018

>8,000 pre-orders
in 2019
high performance EV
Digital experience of tomorrow

**Target:** €1 bn. from new business models by 2025

- **Functions and services**
  - Audi connect key
  - myAudi App
  - Audi VR Experience
  - Audi Remote functions
  - In-Car Webshop
  - Function on demand
  - Alexa Voice Assistant
  - Swarm functions

- **Technical enabler**
  - myAudi ID / Personalization online
  - PIA – Personal assistant
  - Offene Diensteplattform (Android)
  - Data based services
  - Remote Repair
  - Blockchain Car CV
  - In-car Virtual Reality

- **Mind set**

**Connectivity rate:** > 90% plus

**Safety and convenience**

**Year**
- 2015
- 2018
- 2025
Benchmark in autonomous mobility

**Target:** Leading in autonomous driving – in Ownership & Sharing

- **Audi A8**
  - first series production car being Level 3-able

- **Audi Robotaxi**
  - + eco system
  - presentation of Showcar planned for use case sharing in 2019

- **Audi Elaine**
  - Level 4
  - Showcar planned for use case sharing in 2019

- **Aicon**
  - Level 4/5
  - launch traffic jam pilot for highways up to 60 km/h

- **Aicon pilot fleet**
  - 2021

- **highway pilot**
  - up to 130 km/h

- **launch traffic jam pilot for cities**
  - from 2024

- **Aicon personal use & on demand**
  - rising portion of shared vehicles of total registrations

- **Aicon/Long-distance Lounge**
  - Level 4/5

- **today**
- **2030**
Audi.Vorsprung.

By 2025, Audi makes upfront expenditure of approx. €40bn. for digital, electric and autonomous mobility.

One Digital Platform
E³-Architecture
Digitizing Audi

e-tron/PHEV
MEB/PPE
Fuel cell

Aicon
Autonomous Driving
Pop.Up
We will free up more than 10 billion euros in the 5 years to come.

We plan to make upfront expenditure of approx. 40 billion euros for digital, electric and autonomous mobility by 2025.

We will secure a margin between 8 and 10% over the long term.
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