

Vorsprung durch Technik



Global principles for social commitment at Audi Group locations

Audi Corporate Responsibility, August 2014

Preamble

The success of a company is based on its social acceptance. Strong, attractive locations are the pillars for the global success of the Audi Group.

For that reason, we are a strong advocate of the regions in which we have bases; our goal is to enhance their appeal for the company, the employees and the society.

Each location of the Audi Group has its own identity and requirements. Accordingly, the form of the Group's social commitment can vary from place to place. However there should be a common understanding of social commitment that runs through the various different measures at all locations like a recurrent theme.

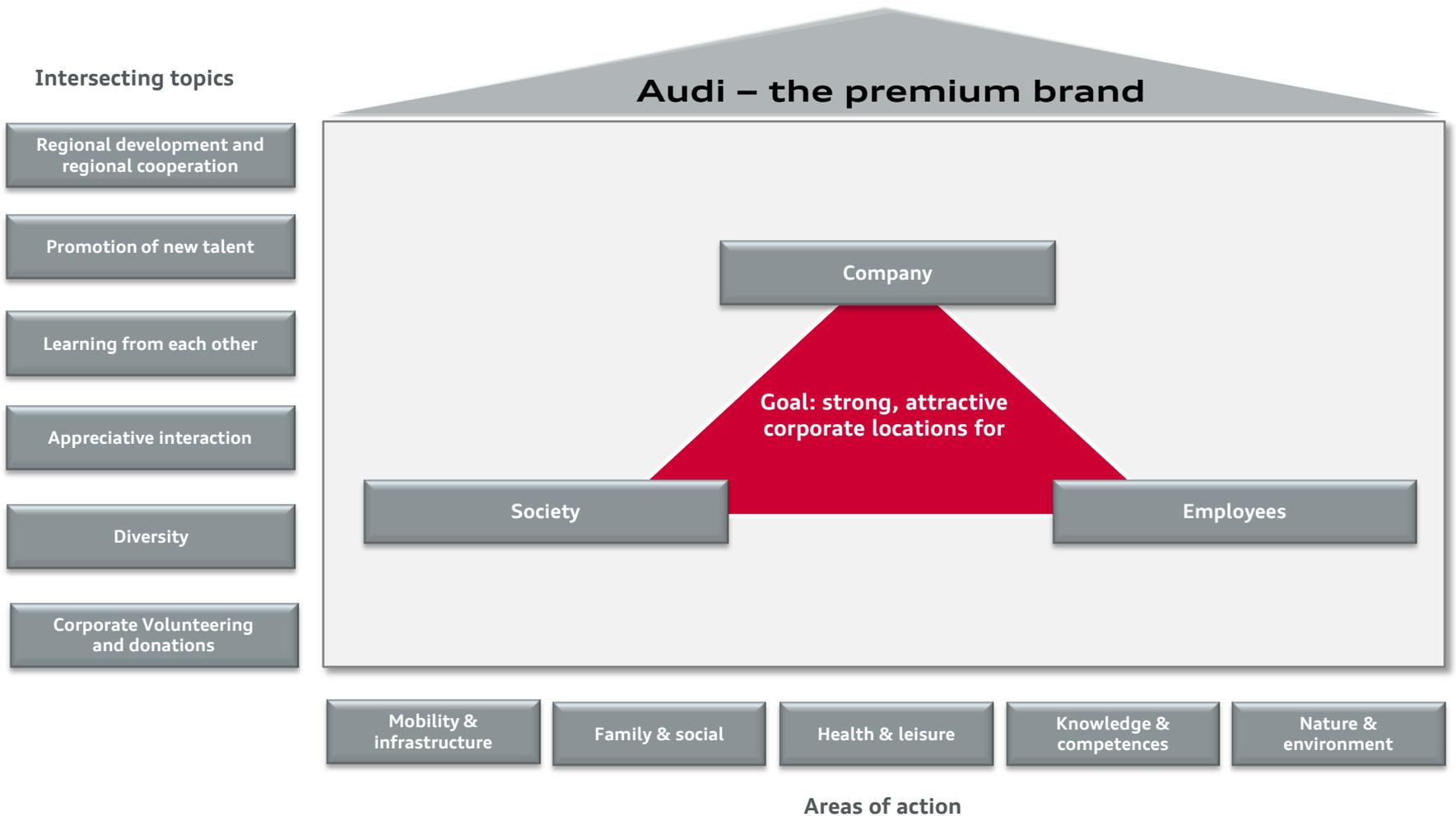
These principles define that recurrent theme and establish the basis for the Audi family's social commitment: the focus is always on people, whether employees or the inhabitants in a location's home region. Respect, welfare and esteem are the values that motivate us. We are always looking for constructive ways for solving the challenges we face together.

These principles are not a description of the status quo; they represent a set of goals. Nor are they a set of rules to be complied with; they provide a corridor that is to be filled with life.

For the first time, such principles are the product of a multi-stage discussion process involving the international representatives of our locations and Audi Corporate Responsibility.

These global principles for social commitment are intended to provide orientation for the Audi Group locations. As long-term goals, they provide assistance in selecting and developing focused measures for location development, and therefore corporate responsibility in practice.

Graphical representation



Mobility and infrastructure

- ▶ We live up to our brand slogan “Vorsprung durch Technik” and support the development of intermodal, efficient, sustainable mobility at the location.
- ▶ When trialling and implementing innovative transport concepts, we give preference to the regions around our locations for pilot projects. We focus in particular on the mobility requirements of our employees.
- ▶ We make a contribution to the improvement of the regional transport infrastructure.
- ▶ We advocate the offer of a regular transport service between our Group locations and relevant airports or other traffic junctions for our employees.

Family and social

- ▶ Our company's life-phase oriented responsibility for balancing work and private life is a firm component of our corporate culture.
- ▶ We support the regional infrastructure for family-friendly offerings and expand them if necessary.
- ▶ We support Corporate volunteering, which makes a relevant contribution to regional development. We consider ourselves as a partner of regional non-profit organizations and foundations.
- ▶ The promotion of diversity as well as the integration of people with restrictions into the value chain is part of our responsibility.

Health and leisure

- ▶ The health of our employees is the basis for their performance and the success of the Audi Group. We arrange tailored, preventive measures designed to promote the physical and emotional health of our workforce.
- ▶ The regional medical infrastructure is an elementary partner for the healthcare of employees away from their place of work, and is therefore supported by us.
- ▶ As well as offering medical services, we promote the fitness of our employees by supporting mass sports in the region.
- ▶ We support cultural and leisure activities in the region.
- ▶ Through cooperation with external partners and complementation of regional offers, we promote the cultural diversity and creativity of the locations.

Knowledge and competences

- ▶ Promoting education represents an investment in the future of the company and the region: we support the regional educational infrastructure.
- ▶ We offer vocational education combining theoretical training and on-the-job training at all locations and advocate early career orientation for young people.
- ▶ In cooperation with scientific institutions and partners in education, we promote the creation and exchange of knowledge and thus increase the innovative performance of the company and region.

Nature and environment

- ▶ Our goal is to improve the environmental compatibility of our locations.
- ▶ We establish ecologically efficient processes and concepts. Our long-term goals include the use of energy from renewable sources, the realisation of CO₂-neutral locations and the sparing use of resources.
- ▶ We exercise foresight in avoiding harm to the environment in everything we do.
- ▶ Environmental protection is part of our decision-making process.
- ▶ Our locations are part of the general inhabited environment. Creating and preserving natural and recreational areas is considered in our location planning and development.
- ▶ We sensitise our employees to environmental matters. Therefore we train them and provide them with the infrastructure for a resource saving way of working.
- ▶ We are a driving force for environmental protection and support the region through sharing our knowledge and competences in this topic.