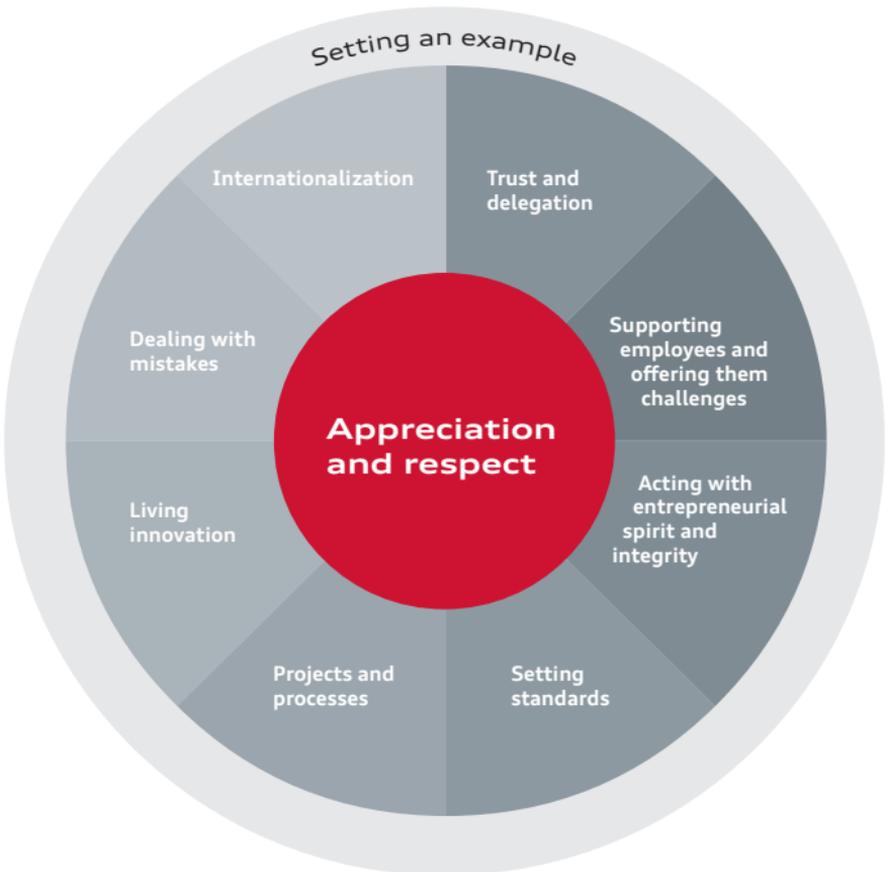




Führungs- leitbild





Führungsleitbild

My behaviour counts. **Setting an example**

We are conscious of our position as role models. We are responsible and authentic – our words match our actions. We live our guiding principles of leadership.

Appreciation is the key. **Appreciation and respect**

We treat others with appreciation and respect.

Trust releases energy. **Trust and delegation**

We have faith in the capabilities of our employees. We encourage them to be responsible in their actions and decisions. We provide them with the necessary freedom and stand with them whenever required.

Audi. One goal. **Projects and processes**

We prioritize corporate and project goals over departmental and individual interests. We make every effort to live the agreed project and process goals, and communicate these transparently and comprehensibly.

Reinforcing strengths. **Supporting employees and offering them challenges**

Our success is built on the abilities of our employees. We support and encourage our employees to continue their personal development. We take the time needed, offering them challenging tasks and supporting them individually – company-wide.

Thinking out of the box. **Living innovation**

We have a pioneering spirit. We encourage our employees to think in new directions and to question the status quo in order to achieve Vorsprung. Therefore, we give them the support they need.

Courage to take responsibility. **Acting with entrepreneurial spirit and integrity**

We shape the future. We make bold decisions and stand behind them. We live our responsibility for Audi and our employees as if Audi were our own company. In this way, we act with integrity and sustainably in harmony with society.

Getting mistakes out in the open. **Dealing with mistakes**

We deal openly with mistakes and do not look for someone to blame. As a result, we recognize mistakes early on and use them to improve ourselves.

Audi commits. **Setting standards**

We set the highest standards for ourselves in our leadership and specialist tasks. Together with our employees, we strive for perfection and profitability.

The world is our market. **Internationalization**

Growth happens around the world. We encourage intercultural experiences and ways of thinking, and learn from them.