

Audi – Premium market leader in China

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Disclaimer

This presentation contains forward-looking statements and information on the business development of the Audi Group. These statements may be spoken or written and can be recognized by terms such as “expects”, “anticipates”, “intends”, “plans”, “believes”, “seeks”, “estimates”, “will” or words with similar meaning. These statements are based on assumptions relating to the development of the economies of individual countries, and in particular of the automotive industry, which we have made on the basis of the information available to us and which we consider to be realistic at the time of going to press. The estimates given involve a degree of risk, and the actual developments may differ from those forecast.

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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 Such statements are valid on the date of publication and can be superseded.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 transmission



7 speed S tronic
(since 2016)

First localized premium SUV



Audi Q5 (since 2008)

First localized premium engine

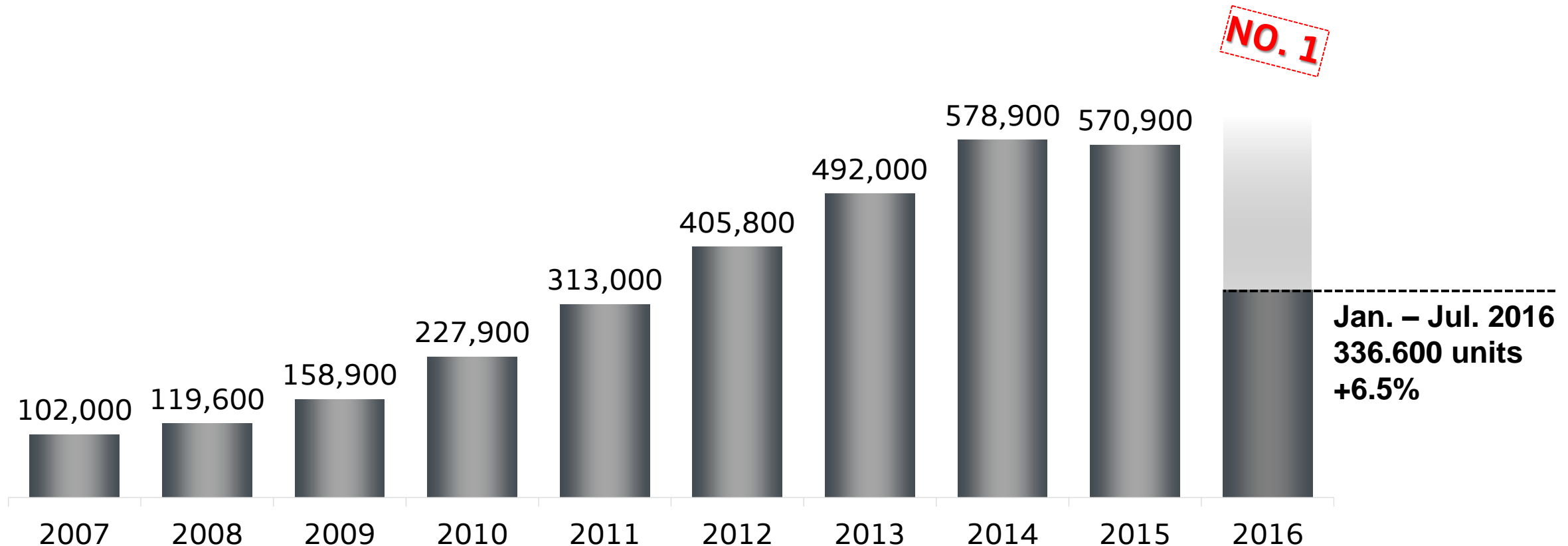


2.0 TFSI 140/185 KW
(since 2007)

Audi continues to lead the premium market in China

Most successful first seven months in company history for Audi in China

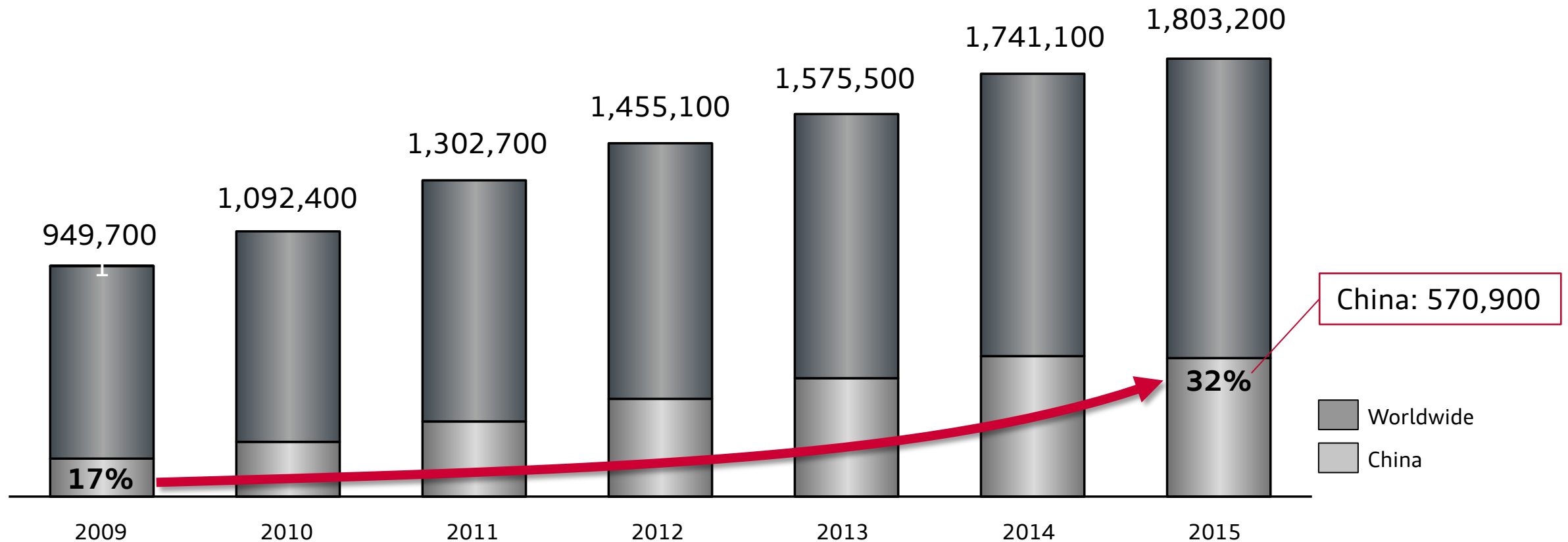
Audi deliveries to customers in China (incl. Hong Kong), vehicles



Audi plans to continue the growth in 2016

Every third delivery in China

Audi deliveries to customers worldwide, vehicles

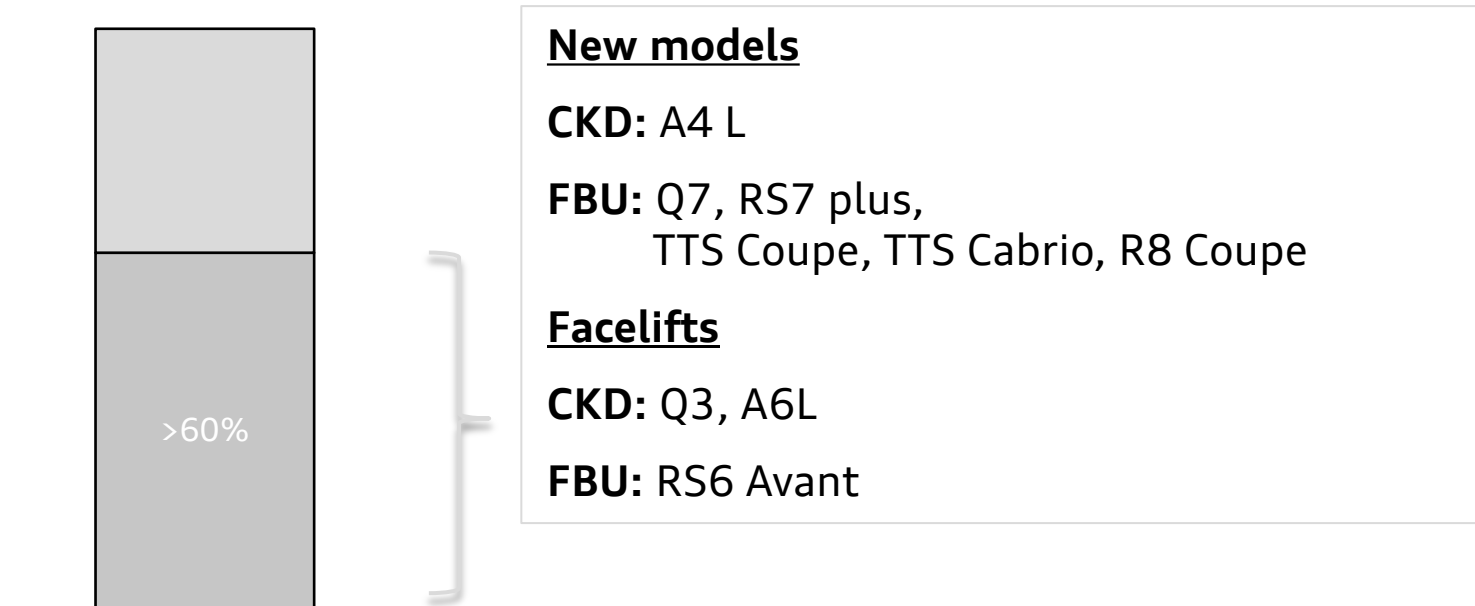


Over 60% of sales volume updated

New Audi A4 L to be launched on September 10, 2016

Share of models updated between December 2015 and September 2016

[in %]



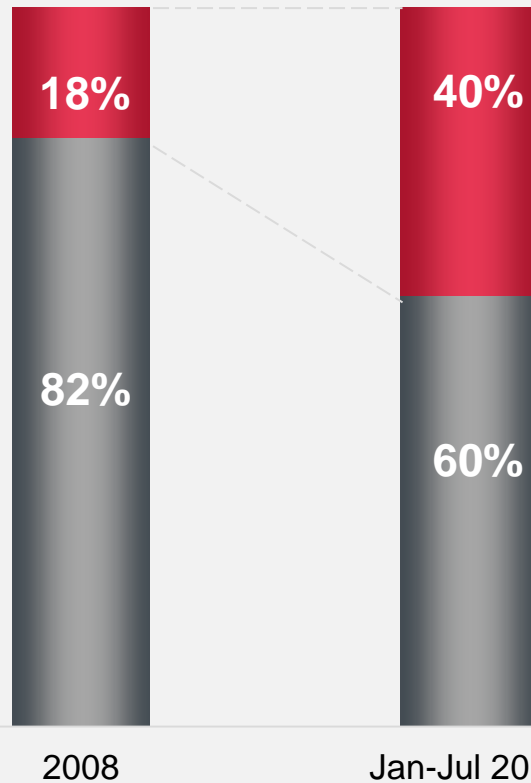
Audi A4 L



Audi Q3

Audi leads the SUV growth segment

SUV share of the premium market



Segment leaders

Audi Q3 (43% share*)



Audi Q5 (31% share*)



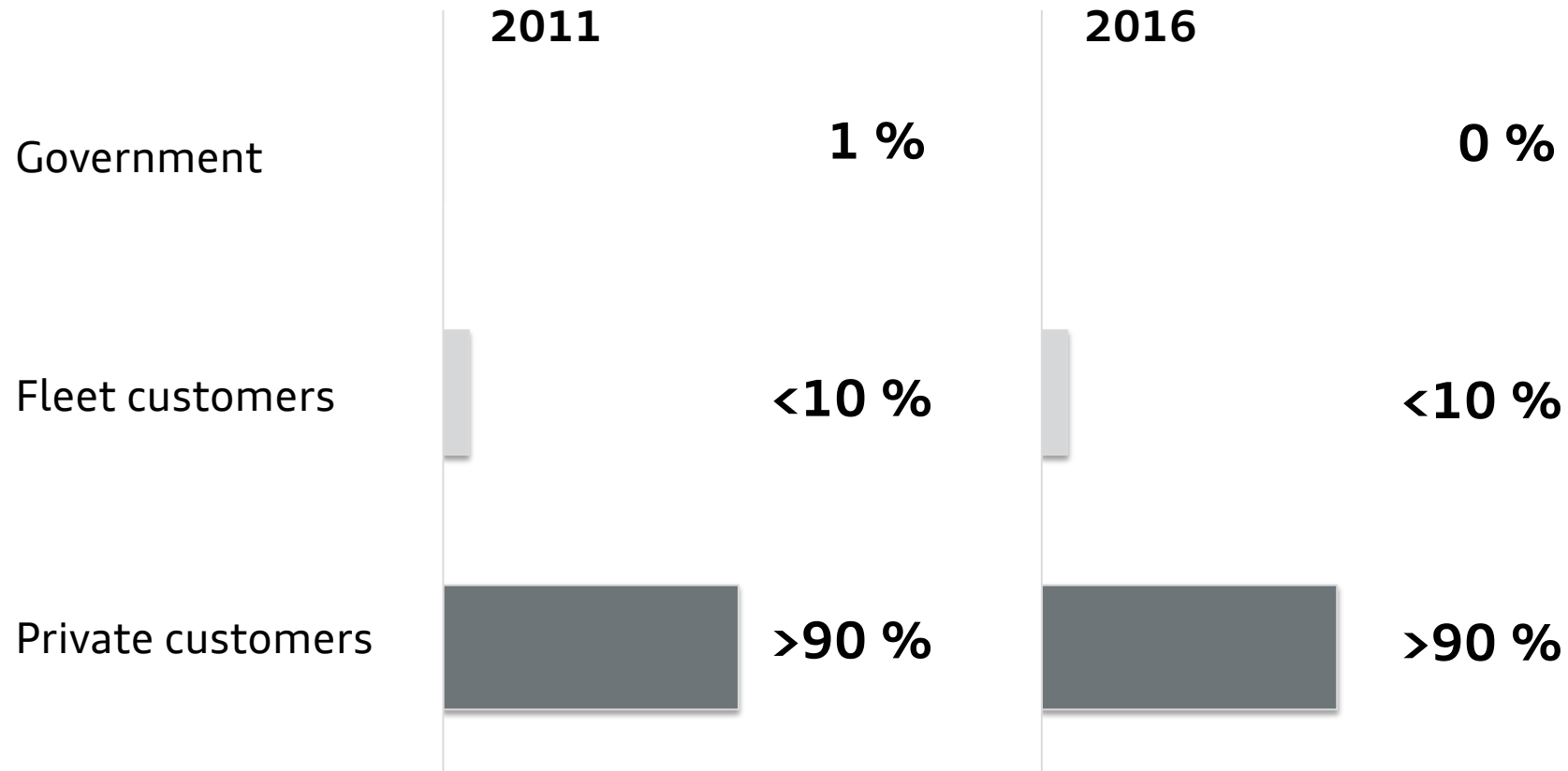
Since 2015: New Audi Q7



*January to July 2016

Leading a diverse market: Private buyers dominate

Audi in China, customer mix



Verified Top Service: Audi in J.D. Power Rankings China

SSI 2016

(Sales Satisfaction Index)

**NO. 1
since 2010**

CSI 2016

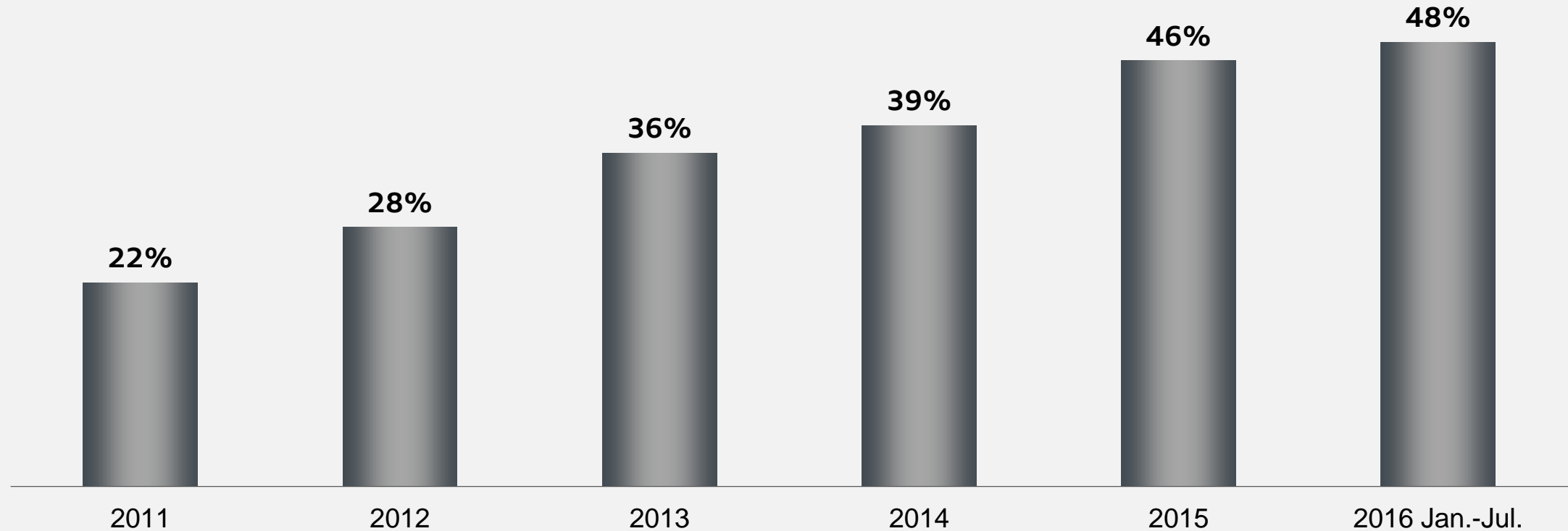
(After Sales Service Index)

**NO. 1
since 2013**



Financial services business is growing

Financing in percent of Audi car sales in China



Sustainable expansion of sales network

Number of Audi dealerships in China



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

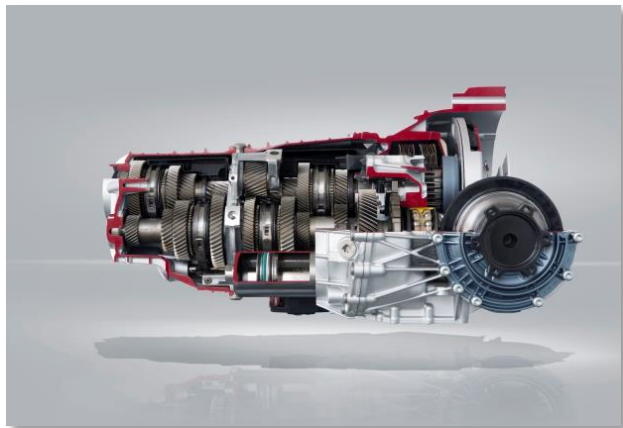
Over 20 percent reduction of average fuel consumption of local models since 2011

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

Audi is the leader for piloted driving



AUDI AG

- The next generation Audi A8 will be the first series model to master piloted driving up to a speed of 65 km/h



Audi R&D Beijing

- 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



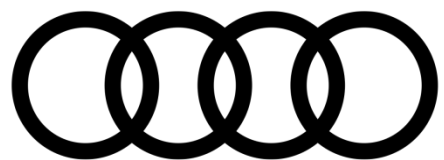
Audi is the first premium manufacturer to offer **high-resolution 3D maps** in its navigations systems in China. **Map data supplied by Alibaba**



Integration of **Wechat funtions** into the **Audi MMI** under development



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



Thank you