

# Meeting with Platinum

Munich, June 07, 2018



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# robust development in 2017

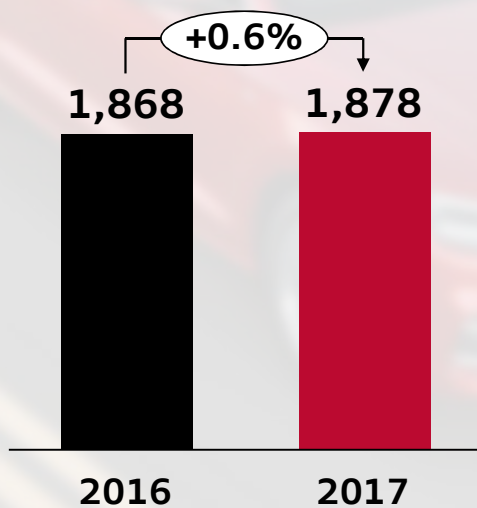
Performance



## Deliveries

slightly above prior year

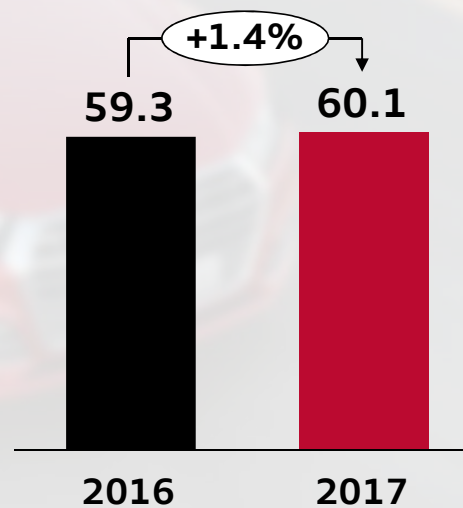
Audi brand, '000 cars



## Revenue

slightly above prior year

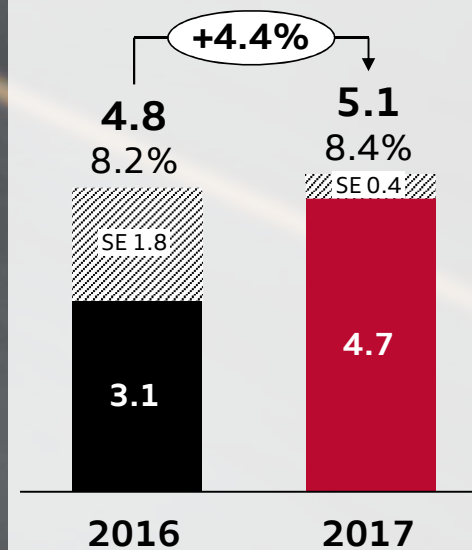
billion euros



## Operating profit

before/after special items (SI) above prior year

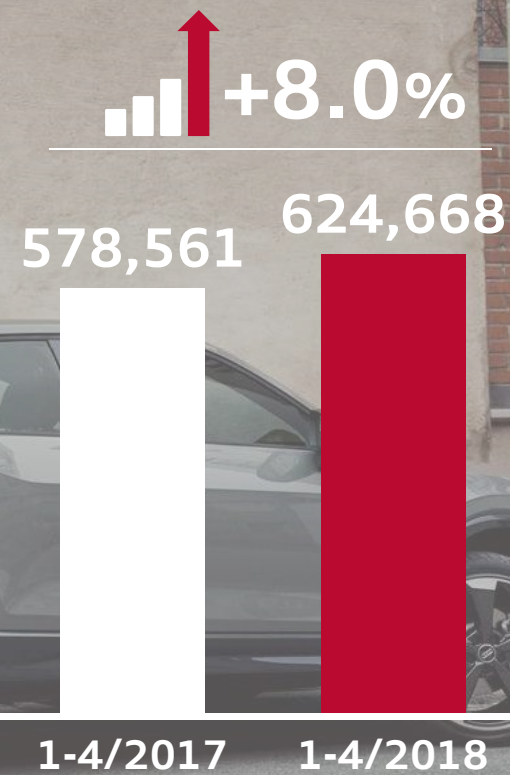
billion euros





successful four months  
2018

Deliveries  
Audi Brand





successful four months  
2018

Deliveries  
Audi Brand

Thereof SUV  
**37** percent  
229,164 units





# outperform US-market

1-4/2018

Deliveries  
Audi Brand



**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**



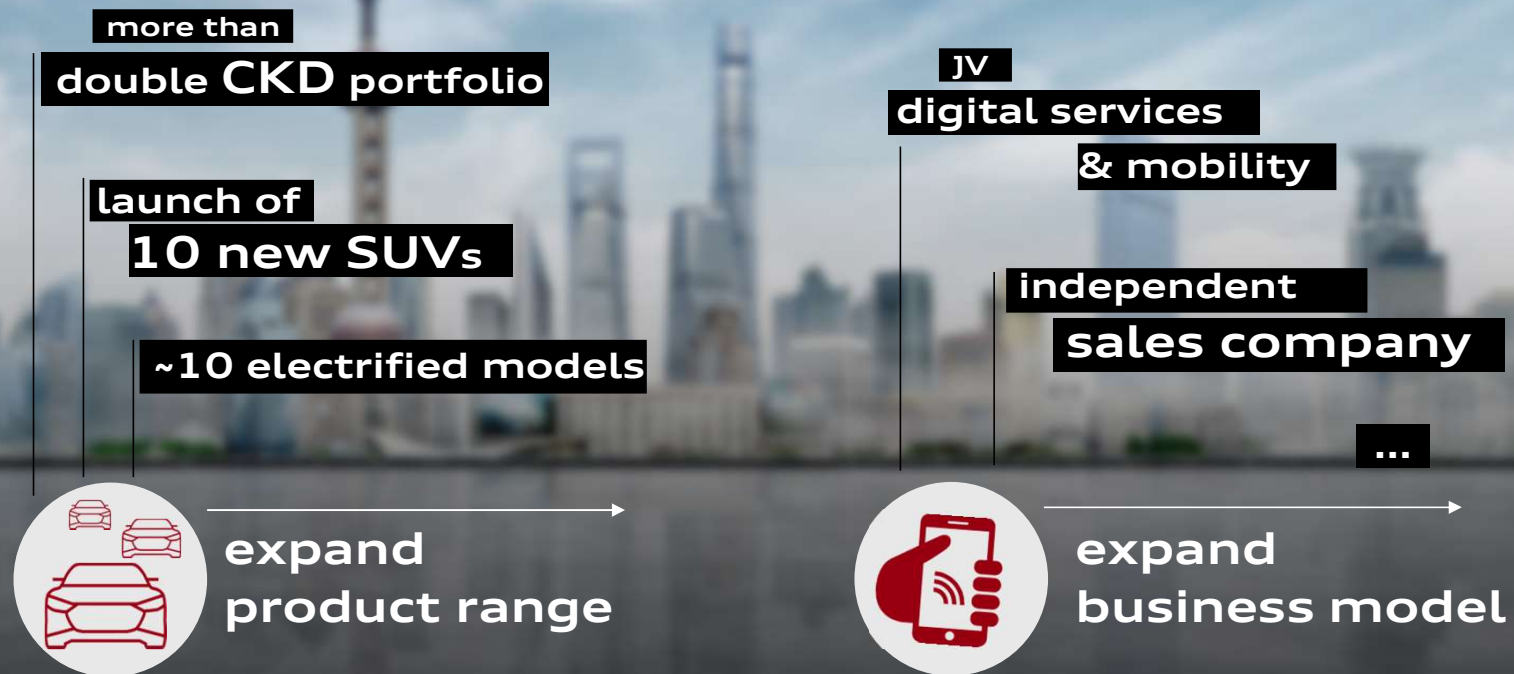
**202,681** cars  
(154,873)



**+33.5%**

**Deliveries**  
**Audi Brand**

## 1.2 million deliveries by 2023



comprehensive market initiative



**premiere at Audi China Summit**

**new Q8**





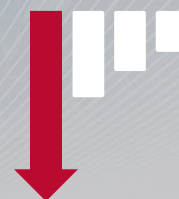
# exceptional situation in Western Europe

1-4/2018

Deliveries  
Audi Brand



271,549 cars  
(286,059)



-5.1%

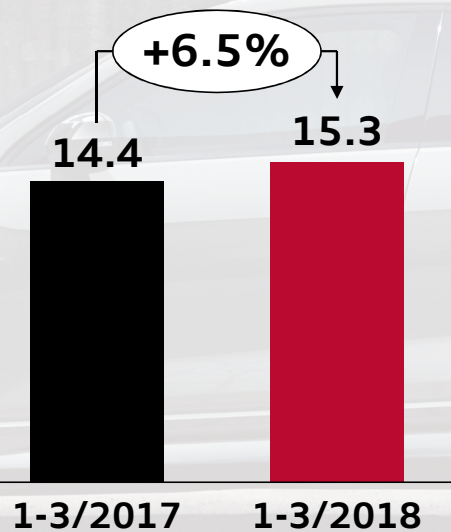
# successful start into the year

Q1/ 2018



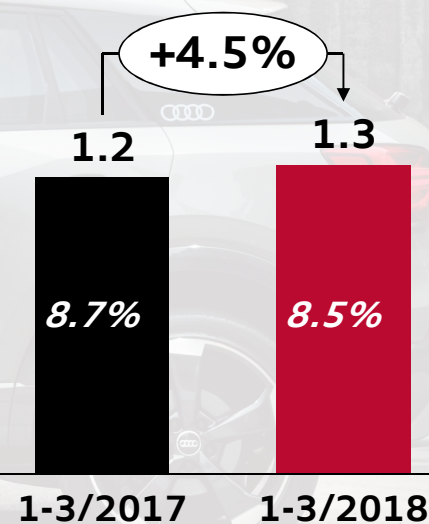
**Revenue**  
significantly above  
prior year

billion euros



**Operating profit**  
significantly above  
prior year

billion euros





impressive financial strength in Q1

↑ 1,919 mil. euros  
(1,487)



Net cash flow

# Deliveries

Audi brand



at  
prior year  
level

slight  
increase



Outlook  
2018



between  
8 and 10%

between  
2.7 and 3.2  
billion euros



# Operating margin

# Net cash flow



more than 20 launches in 2018

new products

e-tron  
Q3  
A1

A6

Urus

Q8

...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



...and even extending  
2022

all new Q8

new  
Q3



first BEV-SUV  
Audi e-tron

regional SUV-ratio



additional Q-models



ten new Q-models  
(some of them BEV)



SUV-trend continues

SUV-ratio

**drives change**

**Audi.Vorsprung.  
2025.**

**Vorsprung durch Technik**



**The New Premium**  
Revolutionizing mobility



defines new premium

Audi.Vorsprung.  
2025.



# Next stage of electric mobility

target: all core model lines electrified by 2025

S



Fully electric models

PPE

more than 10 models by 2025



MEB

more than 3 models between 2020 and 2025



Audi e-tron



Audi e-tron Sportback



Audi e-tron GT

PHEVs



A3



Q7



A8



Q5



A7



A6 L



Q8



...

2016

2020

2025



...coming up 2018

e-tron



>8,000  
pre-orders

in 2019

e-tron  
Sportback





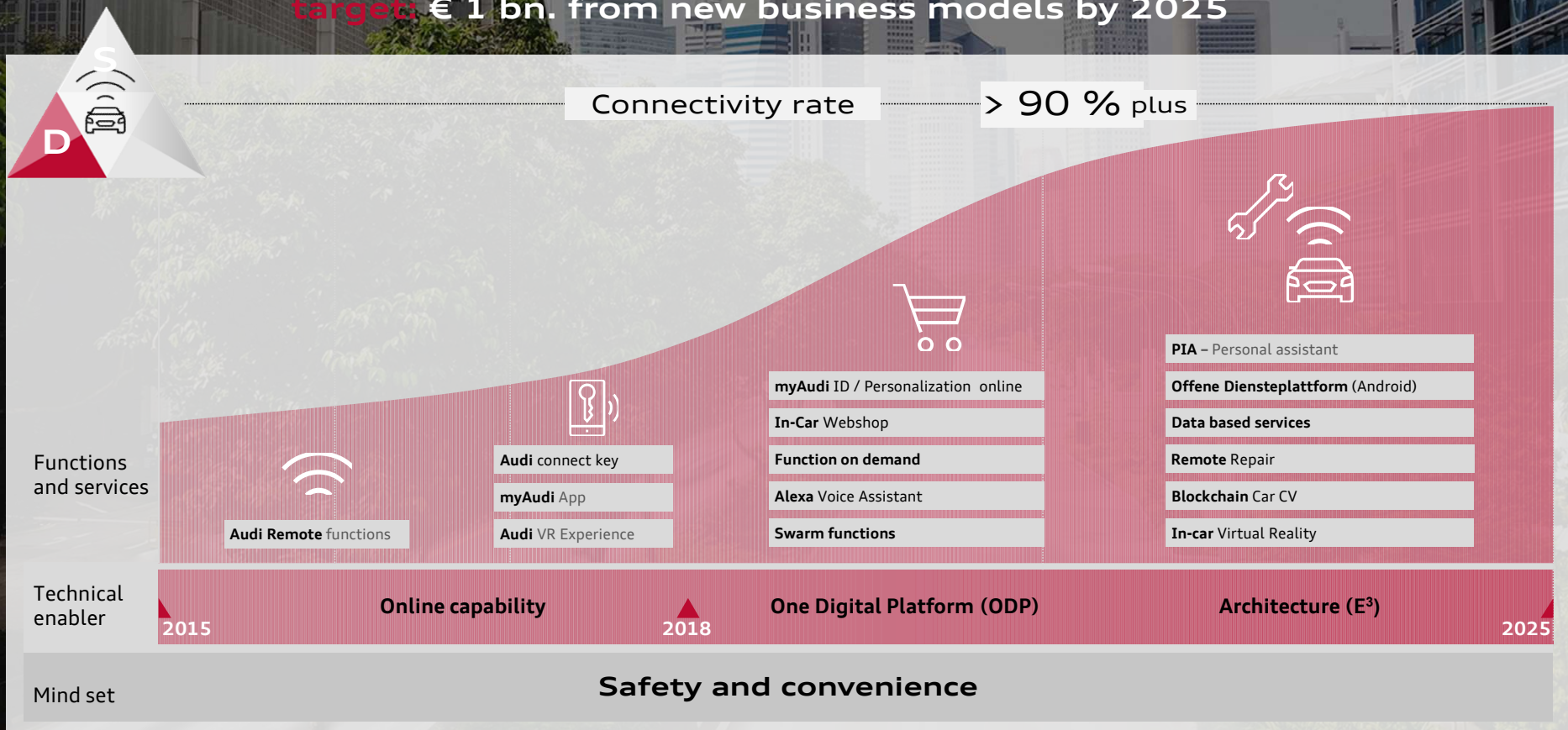
high performance EV

e-tron GT



# Digital experience of tomorrow

target: € 1 bn. from new business models by 2025





# Benchmark in autonomous mobility



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

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

presentation of  
**Showcar**  
planned for use  
case sharing in  
2019

launch  
**Parking**  
pilot

launch  
**traffic jam**  
pilot for  
highways  
up to 60 km/h

**Aicon**  
pilot fleet  
2021

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

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

**Aicon**  
personal use  
& on demand

**Audi A8**



**Audi Robotaxi**  
+ eco system



**Audi Elaine**  
Level 4



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



rising portion of shared  
vehicles of total registrations

today

2030





# defines new premium

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



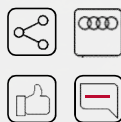
One Digital  
Platform



E<sup>3</sup>-Architecture



Digitizing  
Audi



e-tron/  
PHEV



MEB/PPE



Fuel cell



Aicon



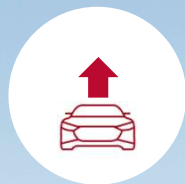
Autonomous  
Driving



Pop.Up



# Action and Transformation Plan



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.



We will **free up more than 10 billion euros** in the 5 years to come.





# Audi Investor Relations



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