











#### spectacular upbeat for Audi e-tron





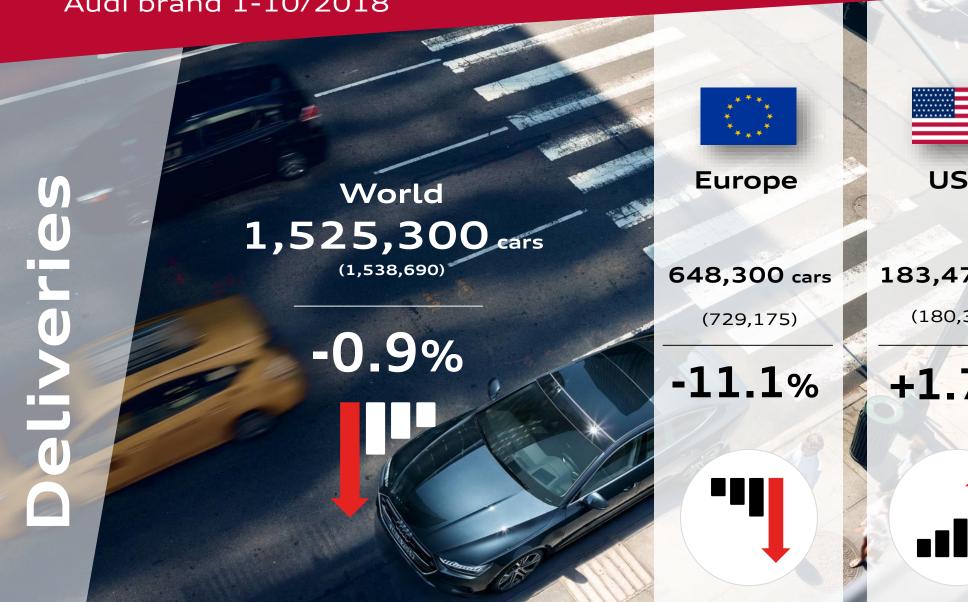
San Francisco, September 2018





#### almost at prior year level

Audi brand 1-10/2018





USA

183,476 cars

(180,339)

+1.7%



China

539,730 cars

(472,498)

+14.2%



### covers special items related to Diesel issue



#### major contributor to VW Group NCF



## Audi makes heavy upfront expenditure into strategic fields



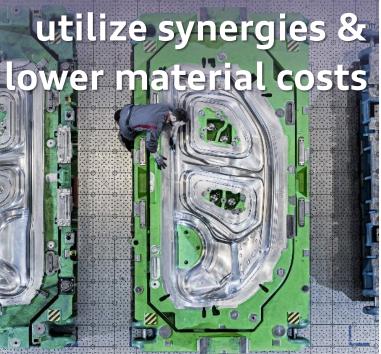
## Audi Transformation Plan (ATP) funds the future





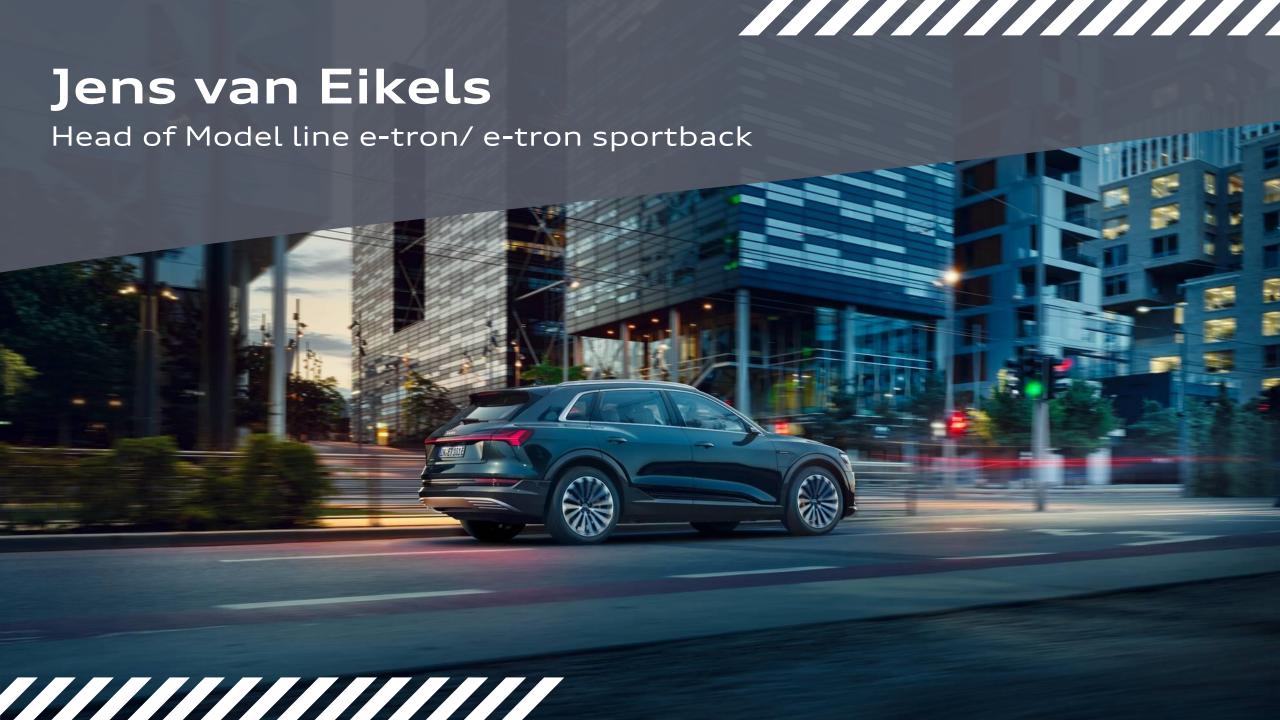












# Why are we going electric?



## What are the key factors for success?





#### **AUDI DNA**

Performance





**AUDI DNA** 

**TECHNOLOGY** 



#### Highlights

- **USP!** HIGH POWER CHARGING with 150kW
- USP! Optional virtual side-view mirrors
- USP! Optional second charging socket
- **USP!** Best recuperation system (1 Box-Brake)
  - Functions on demand
  - Trailer Hitch 1,8t
  - Reproducible driving performance without derating
  - **e-tron solutions** for charging & travelling



## it a "one-off"?

#### THE AUDI E-TRON

is the beginning...





...of an ELECTRIC

MODEL INITIATIVE



#### E-ROADMAP: AUDI ELECTRIFIED

BEV platform PPE



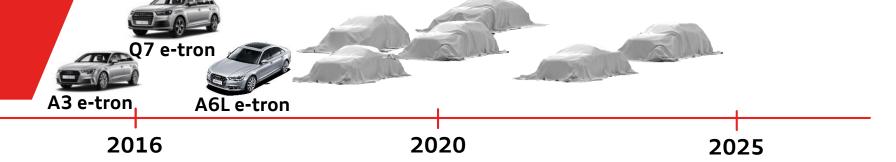
BEV platform MEB



BEV-dedicated platform



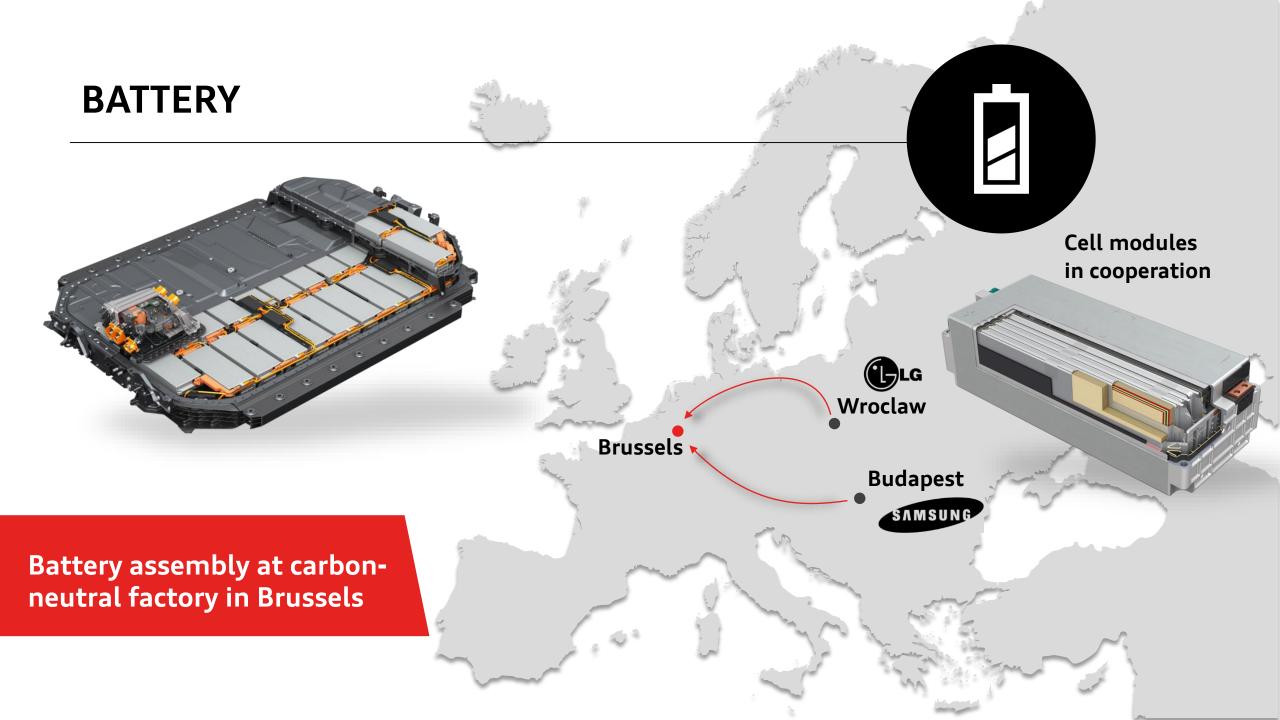
**PHEV** 







# What about the battery?



#### **BATTERY**



car life construction

432 Li-Ion cells modules

699kg weight

2,28 m x 1,63 m x 0,34 m

Biggest challenges

too heavy too big

too expensive

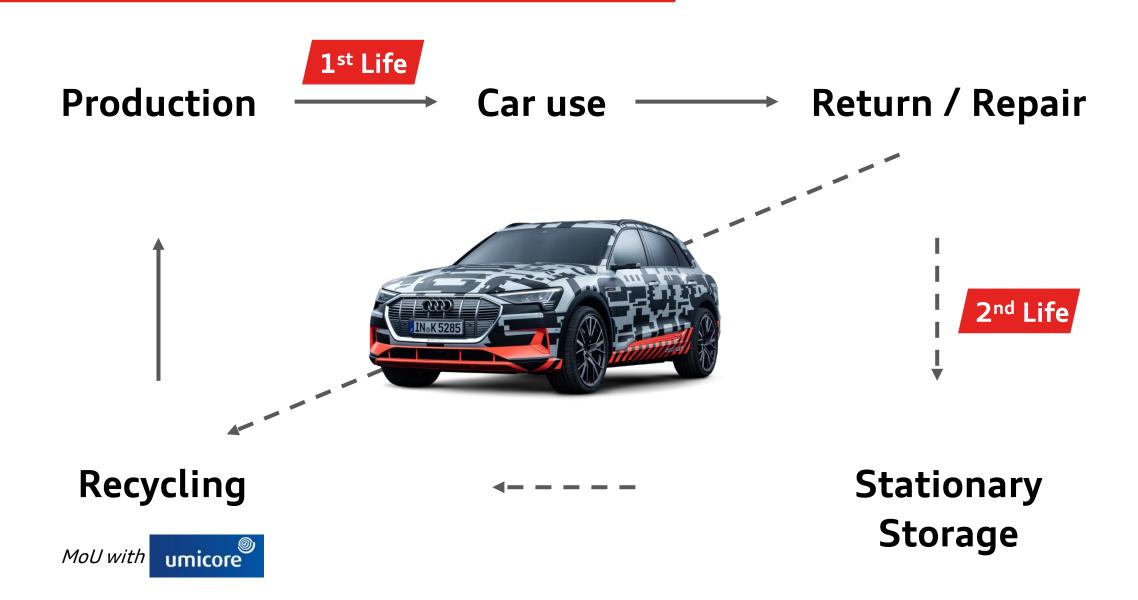
~ 33%

material costs



## What happens with the battery after car life?

#### 1<sup>st</sup> & 2<sup>nd</sup> Life



#### **SECOND LIFE**

Stationary energy storage from a sustainable and economic point of view



#### **RECYCLING**

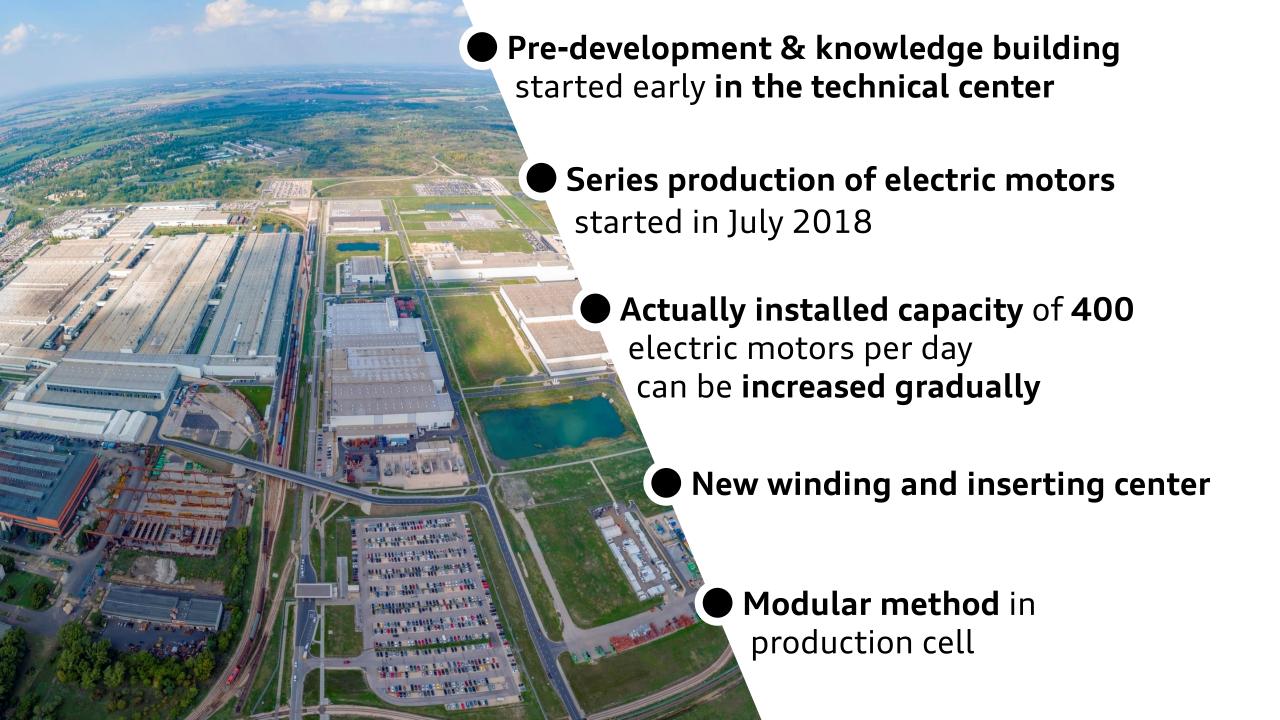
Running pilot projects on the retrieval, disassembly of batteries and separation of the several raw materials



## Why Brussels?



# What is the role of our factory in Győr?



# w can the customer use an electric car with ease?



#### **PUBLIC**



~85% of charging events

Private parking space

At the workplace



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**5-10**% of charging events

Motorway services



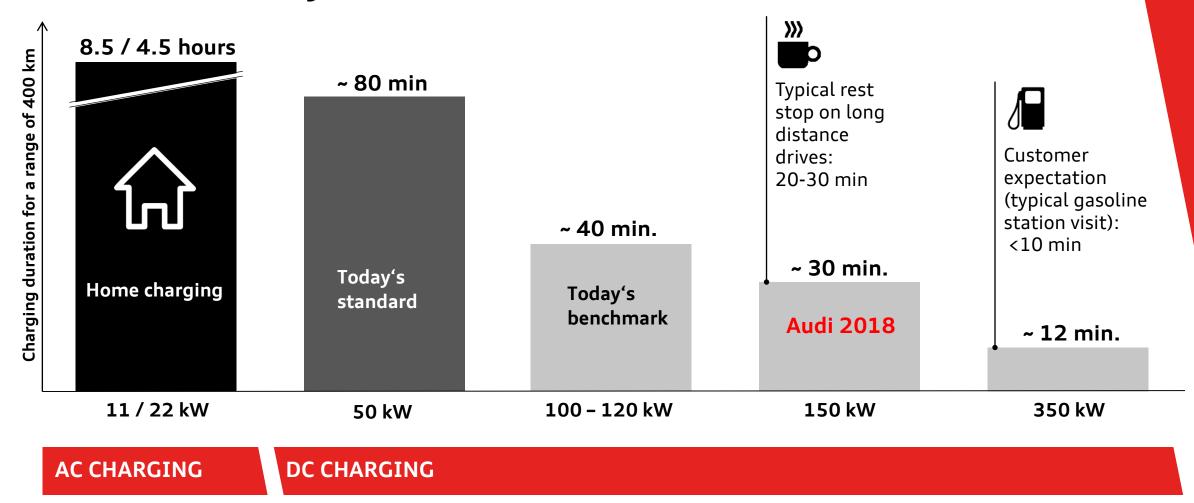
**5-10**% of charging events

Customer parking

**Public car parks** 

# Fow long does charging take?

#### At home, charging over night is sufficient, on the road every minute counts



HIGH POWER CHARGING (HPC)

### How do we ease private charging?



## a long distance trip a challenge?



#### What about other public charging facilities?

E-TRON CHARGING SERVICE

**ONE** Premium Access Europe-wide

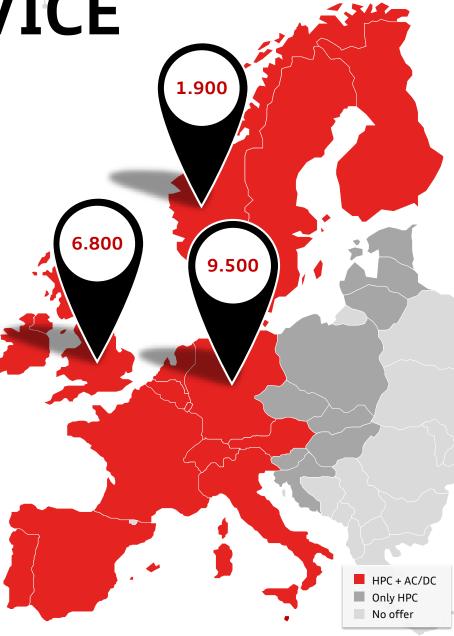


> **70.000+** AC/DC charging points with up to 50 kW

2000+ High Power Charging points with up to 350 kW

International roaming via Hubject, e-Clearing, etc.

> 220+ Charge point operators in 16 countries



#### Do I have to use several apps & maps?

#### RELAXED TRAVELLING

with the e-tron route planner

Munich

**Convenient route planning** in the car or via myAudi App

**Berlin** 



-Calculation of the **required charging stations** taking account of the current traffic situation

**Display of the arrival time** including the necessary charging time

-Navigation continues outside of the vehicle (First/Last Mile)



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