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Flagship German Autos Trip

Robert Schwarzl

Head of Investor Relations

17.09.2026

Audi Group: Challenging market conditions are reflected in the H1 figures

DELIVERIES TO CUSTOMERS CARS, IN K UNITS[1]	REVENUE IN €M	OPERATING PROFIT IN €M	OPERATING RETURN ON SALES IN % OF REVENUE	NET CASH FLOW IN €M
737	29,177	1,122	3.8%	1,885
– 7%	– 10%	+ 3%	+ 0.5 ppt.	+ 109%

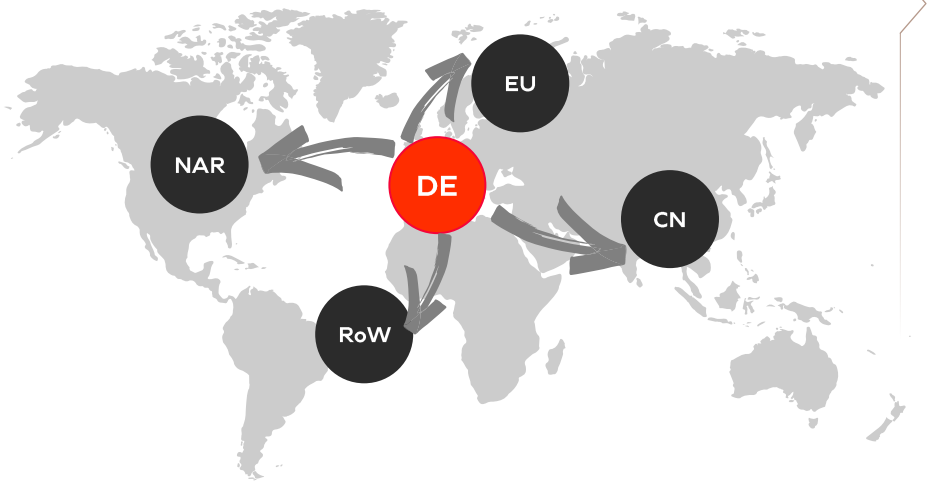
[1] Including AUDI brand only available in China;

From world-car to local-first

PREVIOUSLY

One world-car for the world

Engineer a single platform in Germany, then export it to every market — scale through global uniformity.



NOW

Structural forces now demand localization

Tariffs

Rising trade barriers make cross-border exports costly and hard to predict.

Technological decoupling

Diverging standards, software stacks and supply chains are splitting markets apart.

Divergent BEV transition

Electrification is accelerating at very different speeds across regions.

Localization is now essential — design and build in-region, for the region.

Audi continues to tailor its portfolio to regional market needs

North America

Q7
New
2026



Q9
New
2026



Europe

A2 e-tron
New
2026



China

AUDI
E7X
New
2026



\+ Product Improvements

RS5
New
2026



& Further China-specific models

Execution of performance measures continues at full pace, further action is being defined

New models rollout

Continued product initiative across key markets

Brand

Formula 1, Nuvolari

Restructuring measures

Implementation of agreed 2025 measures on track

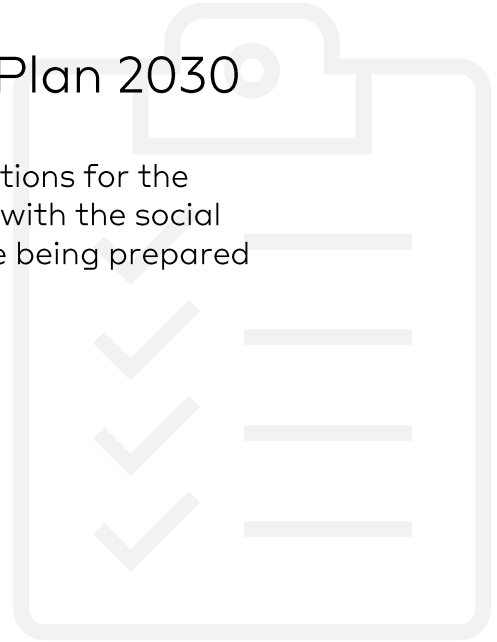
Cost discipline & Performance Program

Continued discipline in costs and investments

Next Step:

Future Plan 2030

Negotiations for the measures with the social partners are being prepared



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Dr. Robert Meyer

Senior Vice President Compact Segment Vehicle Lines

17.09.2026

Pioneering premium mobility in the compact segment

1996

Audi A3

Creating the premium compact segment



2000

Audi A2

A vision ahead of its time



2011

Audi Q3

The premium compact SUV pioneer



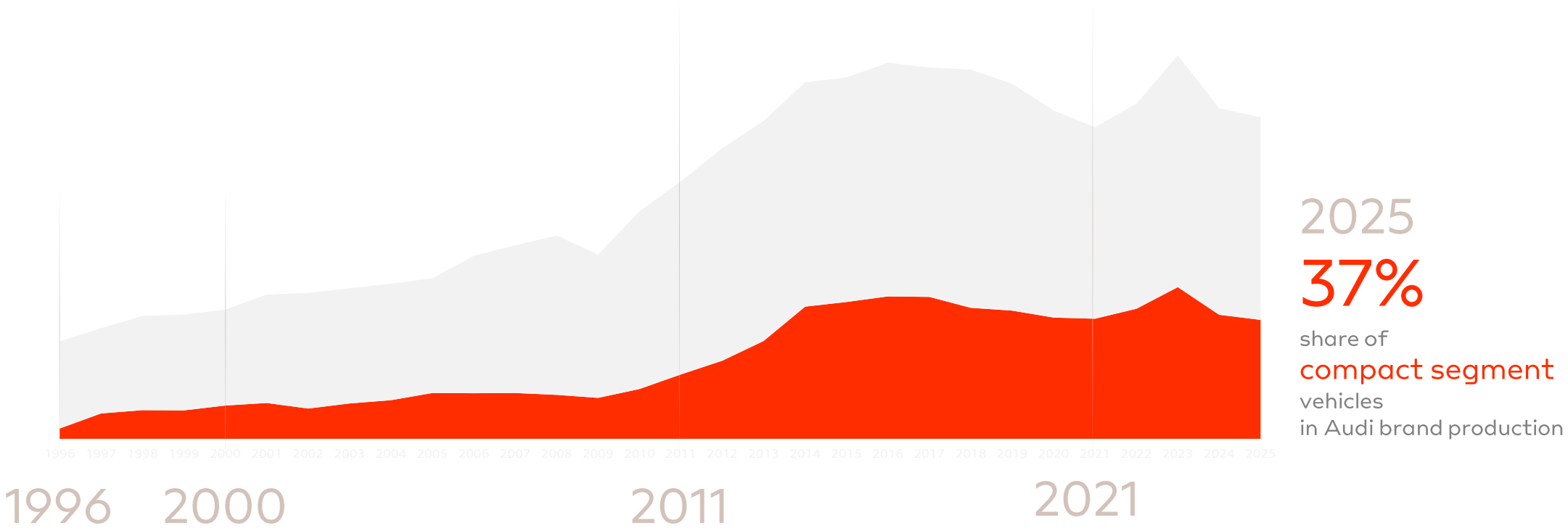
2021

Audi Q4 e-tron

Making premium electric accessible

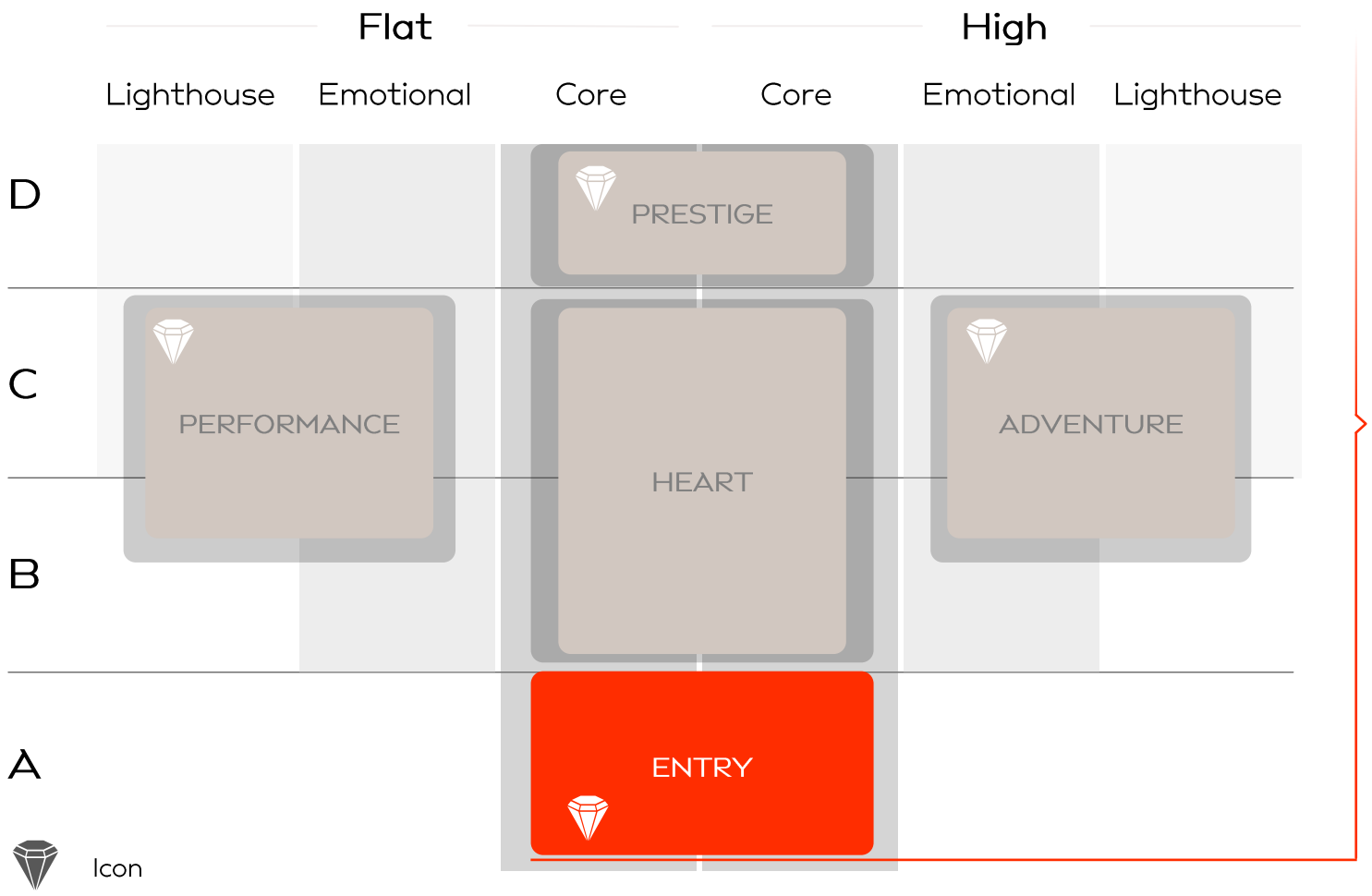


The compact segment has been and will remain strategically important for Audi



The role of the compact segment in Audi's portfolio extends beyond volume

Indicative representation of Audi BEV FBU[1] target portfolio logic



Attractive entry point to individual mobility made by Audi

Broadening of the customer base

Scaling advanced technologies across higher-volume segments

Efficient way to contribute to emissions regulation compliance

Current compact segment provides broad customer coverage. 2026 marks a step towards the target portfolio

A1
End of Production
2026



Q2
End of Production
2026



Q3
New
2025



A3
Upgrade
2024



Q4 e-tron
Updated
2026



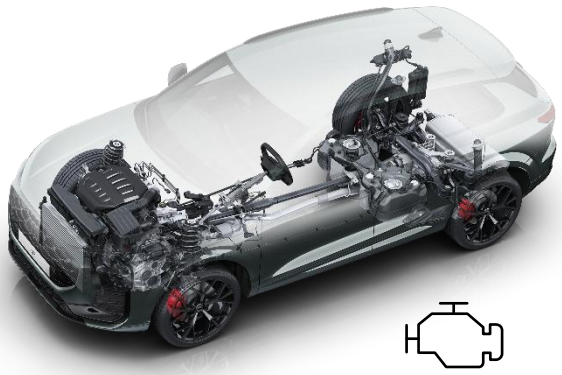
A2 e-tron
New
2026



Leveraging Group synergies enables cost-effective technology deployment across segments

MQBevo

MQBevo



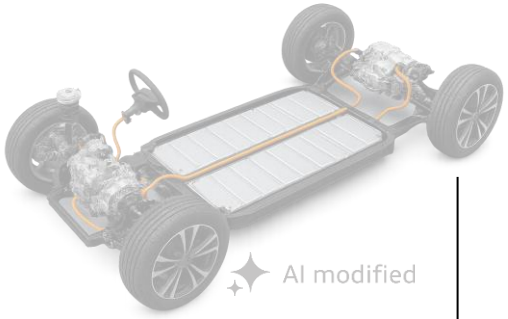
MEB

E³1.1



SDV

RIVIAN | VOLKSWAGEN GROUP TECHNOLOGIES



SSP31 / CSP

MQB – Modularer Querbaukasten; MEB – Modularer E-Antriebs Baukasten; SDV – Software Defined Vehicle; SSP – Scalable Systems Platform; CSP – China Scalable Platform;

Comprehensive A3 upgrade enhances customer proposition across the full model family



- Broad lineup: Sportback, Sedan and allstreet, plus S3 and RS 3 derivatives
- New interior with panoramic curved display and digital user experience
- Expanded driver assistance: adaptive cruise assist plus, trained and remote parking
- Redesigned cockpit with 11.9-inch virtual cockpit and 12.8-inch MMI touch display
- New steering wheels with integrated scroll wheel and 25-watt wireless charging
- e-hybrid now offers up to 143 km electric range with DC fast charging in around 30 min
- Built on the proven MQBevo platform in Ingolstadt

Versatile, sporty, and digitally connected: the new Audi Q3



- SUV, Sportback variants as well as e-hybrid versions
- Efficiency, driving dynamics, and comfort
- Intuitive & interactive user experience & Assistance systems
- New interior: Digital stage & panoramic display and premium materials
- Attractive Tech packages streamline customer choice and reduce complexity
- SUV version primarily targeted for European and US market; Sportback mainly for Europe
- Attractive economics thanks to production in Győr with access to capacity in Ingolstadt

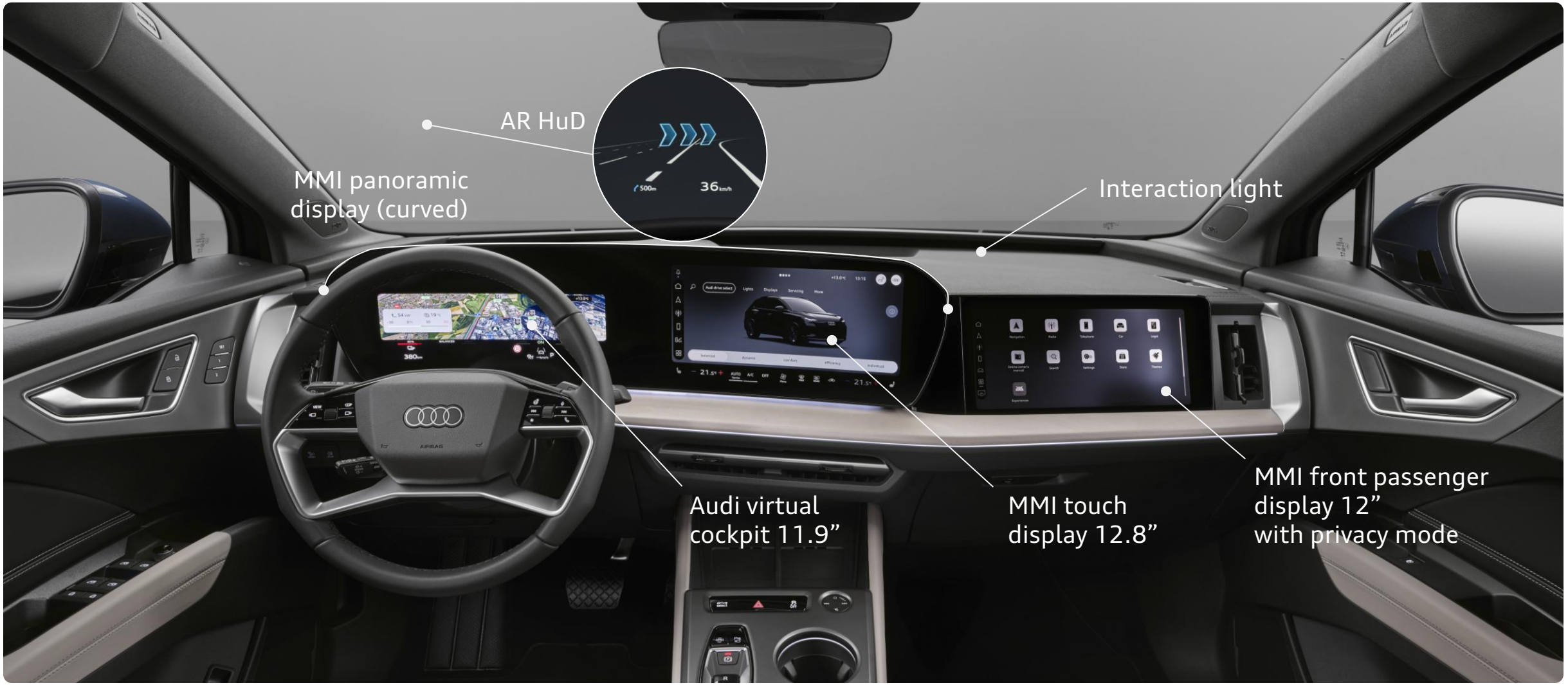
Audi Q4 e-tron: the electric bestseller gets an upgrade



- SUV and Sportback variants
- More efficient new motor: up to 592 km range[1] and faster 185 kW DC charging
- Enhanced driver assistance systems and upgraded everyday quality
- Redesigned interior with new Digital Stage, panoramic display and touch controls
- New infotainment and connected features with a learning ChatGPT assistant
- Bidirectional charging, a first for Audi: power devices or your home
- Manufacturing in Zwickau – efficient use of the Volkswagen Group network

[1] WLTP

Audi Q4 e-tron with an extensively refreshed interior



Audi A2 e-tron: Efficiency combined with everyday usability



- Most efficient Audi model with 12.8 kWh/100 km[1]
- Competitive range of up to 646 km range[2] and fast charging from 10% to 80% SoC in approx. 24 min.
- Enhanced digital experience with MMI panoramic display & AR head-up display
- Clean design with real impact: compact outside, spacious inside. Ample storage with 13 l frunk & 396-1.336 l trunk
- Everyday convenience with FIDLOCK® system, trailer hitch & FIX4BIKE® with towing capacity of 1,600 kg
- Bidirectional charging: Vehicle-to-Load & Vehicle-to-Home
- Manufactured in Ingolstadt, primarily for the European market

[1] version with 58 kWh LFP battery, combined power consumption in kWh/100 km: 15.6-12.8; combined CO_2 emissions in g/km: 0; CO_2 class: A; [2] version with 79 kWh NMC battery, combined power consumption in kWh/100 km: 15.7-13.9; combined CO_2 emissions in g/km: 0; CO_2 class: A;

The A2 e-tron interior combines spaciousness with the digital stage







Bidirectional charging turns the A2 e-tron into far more than a car

Vehicle-to-Load

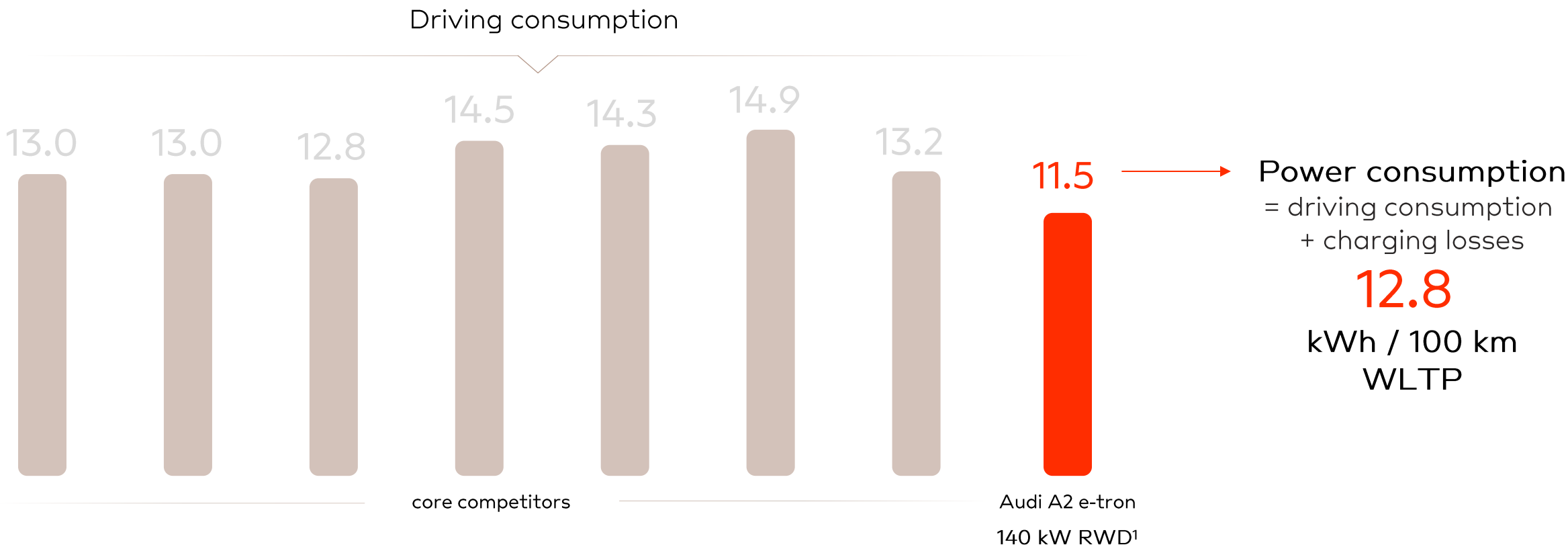
Power supply for external devices directly from the vehicle

Vehicle-to-Home

Using the vehicle as an energy storage system for a home

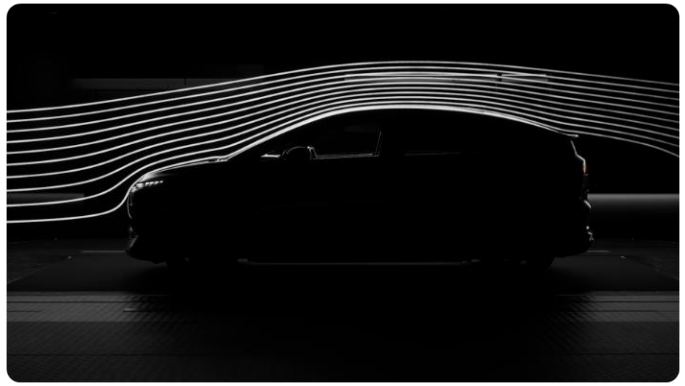


Best-in-class efficiency



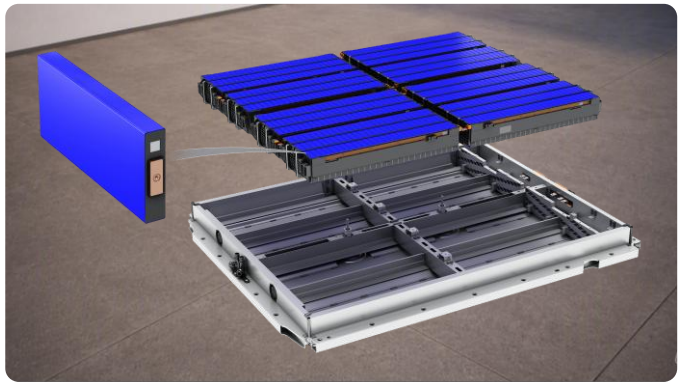
[1] combined power consumption in kWh/100 km: 15.6-12.8; combined CO_2 emissions in g/km: 0; CO_2 class: A;

Efficient overall system



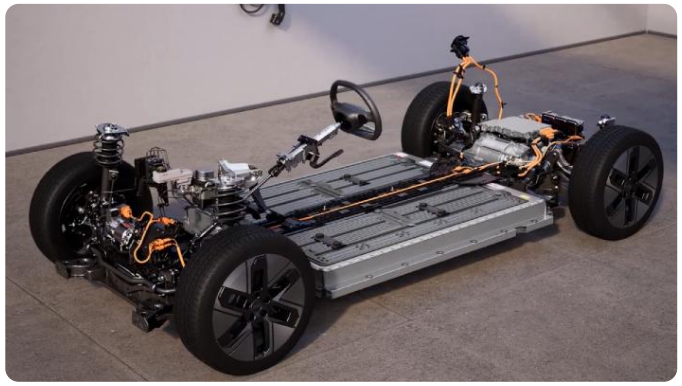
Aerodynamics

Drag coefficient of just 0.24 through various aerodynamics optimisations, e.g. active control of cooling air or optimised wheel arch trim



Battery & Charging

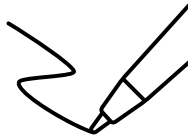
Optimized charging efficiency of the LFP battery through thermal management, e.g. optimized post-AC charging temperature threshold



Overal vehicle systems

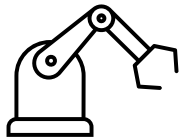
Overall efficiency achieved through optimization of entire vehicle, including newly developed power electronics, highly-optimized electric motor and efficient transmission

Efficiency beyond driving



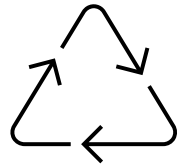
Quicker development

– 21 months
development time
vs. comparable
predecessor models



Production integration

use of 1,200 existing
production components
~ 250 existing robots



Expanded recyclates use

300 components made
from recycled materials

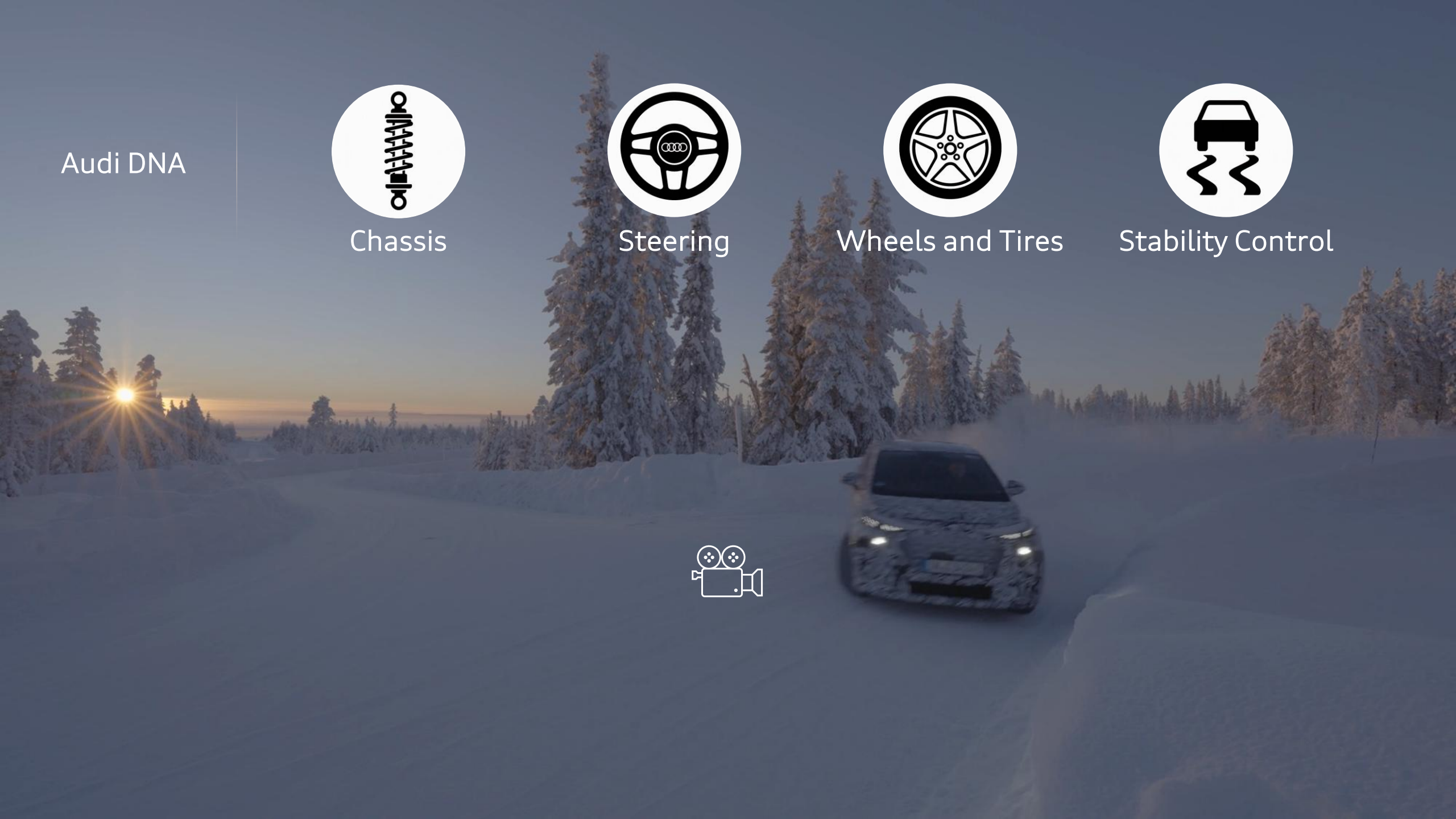
Audi DNA

Chassis

Steering

Wheels and Tires

Stability Control



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Poorab Sarmah

Senior Vice President Infotainment and Interior Interaction

17.09.2026



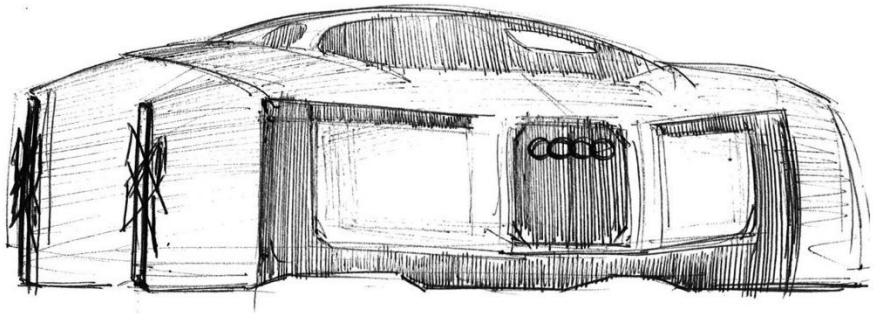
The New Digital User Experience

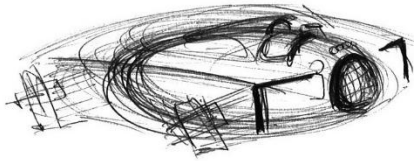

Traditional
Future
4 main challenges
for the transition

1st challenge

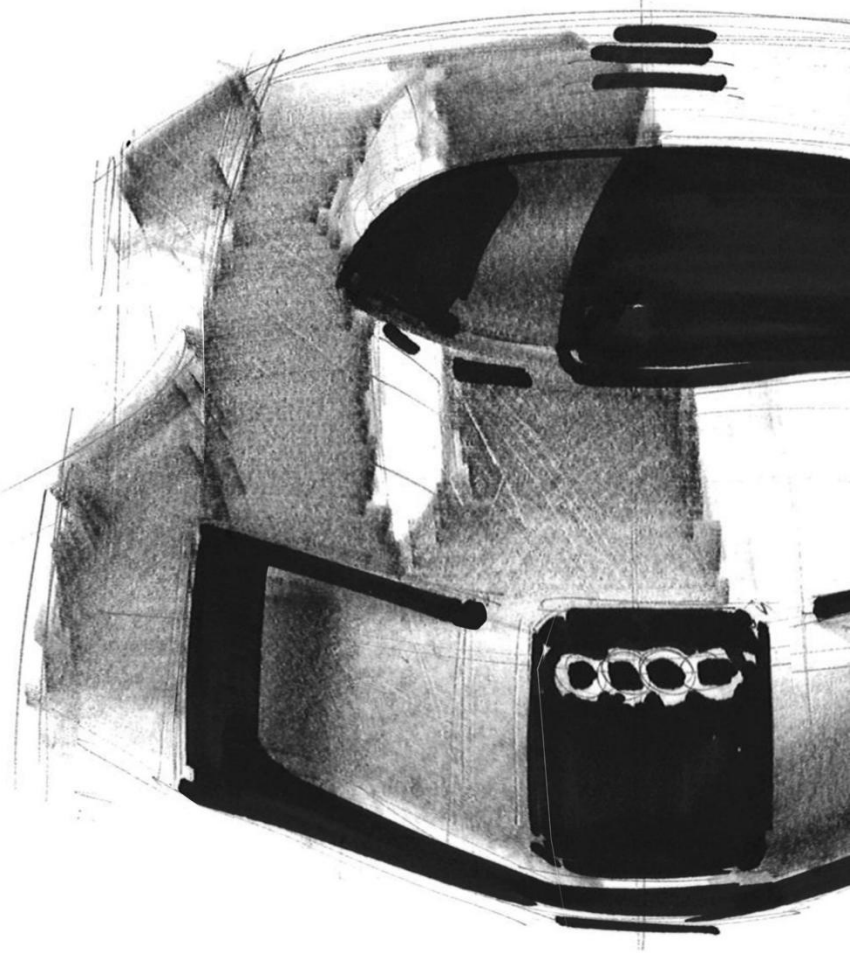
Designing

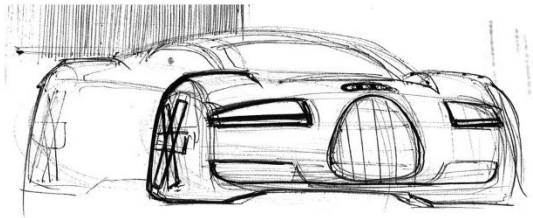
4–7 years before market launch











2nd challenge

today vs. tomorrow

customer





3rd challenge

Global cultural backgrounds and Regional preferences





4th challenge

Audi, Bentley, and Lamborghini
meet diverse

customer needs

digital assets enable synergies while
preserving brand identity

Brand Group Progressive



Balancing the four challenges



The Car as a Digital Canvas

AI assistant

The User Experience focusing on customer needs

Future Interaction Concept





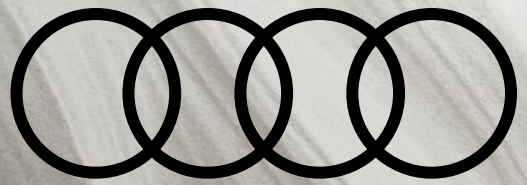






The Premium sound

A must have for the US market



Q&A