



Audi brand

Our goal is to become the world's leading premium manufacturer

In 2007, the Audi brand won over many customers with the new Audi A5 series and set its twelfth consecutive delivery record. Lamborghini is also continuing its successful growth.

BUSINESS DEVELOPMENT

The Audi brand is one of the world's fastest-growing premium brands and aims to establish itself as the leader in this segment. 2007 was another successful year for Audi. Not only was a further model series launched – the Audi A5 – but the brand also presented its new Audi A4 saloon, a worthy successor to its best-selling model.



Audi A4

The positive response to the new models was one of the reasons why deliveries to customers increased by 6.5% year-on-year to a total of 967 thousand vehicles. The Audi brand recorded rising sales on virtually all key markets. Deliveries to customers in the US passenger car market were 3.8% higher than in 2006.

The Audi brand increased its unit sales by 5.4% year-on-year to 1,200 thousand units (of which 966 thousand were Audi and Lamborghini vehicles). Demand increased in particular for the Audi TT Coupé, Audi TT Roadster, Audi A6 allroad quattro and Audi Q7 models. With a total of 2,420 vehicles sold, Lamborghini was up 20.3% on the previous year.

In 2007, a total of 978 thousand Audi vehicles were produced (+6.0%). In May 2007, the Brussels plant started production of the Audi A3 Sportback. Starting in 2009, the new Audi A1 will also be produced there. At the beginning of 2008, the Audi brand also commenced production at Aurangabad in India. Lamborghini produced 2,580 vehicles (+23.2%). The increase in the number of Gallardo* and Murciélago Roadster* models produced was particularly encouraging.

*Consumption and emission data can be found on page 296 of this report.

Brands and Business Fields
Volkswagen Passenger Cars

> **Audi**

Škoda
SEAT
Bentley
Volkswagen Commercial Vehicles
Financial Services

Audi A5



SALES REVENUE AND EARNINGS

Owing primarily to the improved unit sales situation, sales revenue generated by the Audi brand increased by 6.0% to €33.6 billion in 2007. Operating profit amounted to €2.7 billion, thus exceeding the previous year's figure by 31.7%. The operating return on sales increased from 6.5% in 2006 to 8.0% in 2007. The figures for Lamborghini contained in those for the Audi brand also recorded positive growth.

AUDI BRAND

	2007	2006	%
Deliveries (thousand units)	967	907	+ 6.5
Vehicle sales	1,200	1,139	+ 5.4
Production	978	923	+ 6.0
Sales revenue (€ million)	33,617	31,720	+ 6.0
Operating profit	2,705	2,054	+ 31.7
as % of sales revenue	8.0	6.5	

PRODUCTION

Vehicles	2007	2006
Audi		
A4	289,806	312,786
A3	231,117	231,752
A6	227,502	217,183
Q7	77,395	72,169
TT Coupé	40,417	21,461
A5	25,549	487
Cabriolet	24,346	28,324
A8	22,182	22,468
TT Roadster	16,349	2,214
A6 allroad quattro	16,340	11,838
R8	4,125	164
Q5	162	0
	975,290	920,846
Lamborghini		
Gallardo Spyder	1,015	1,025
Gallardo	936	626
Murciélago	423	323
Murciélago Roadster	206	121
	2,580	2,095
Audi brand	977,870	922,941



FURTHER INFORMATION
www.audi.com