

Audi  
Vorsprung durch Technik



## **Audi in China**

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President Audi China

Executive Vice President of Volkswagen Group China

# Audi in China

## Successful History: 22 Years Audi in China



**1988**  
Audi 100 Assembly  
by FAW



**2003**  
Audi A4



**2008**  
Foundation Stone Laying Ceremony  
of the New Audi Assembly Hall



**2010**  
Audi Q5



**1999**  
First Audi A6L



**2005**  
New Audi A6L

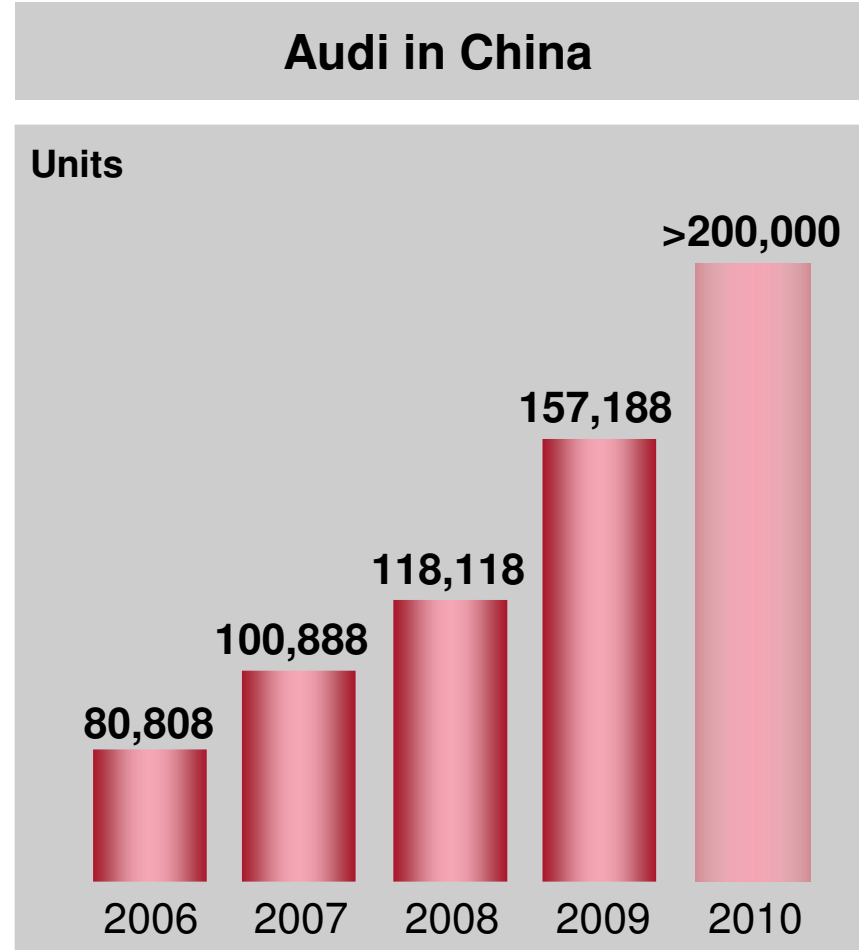
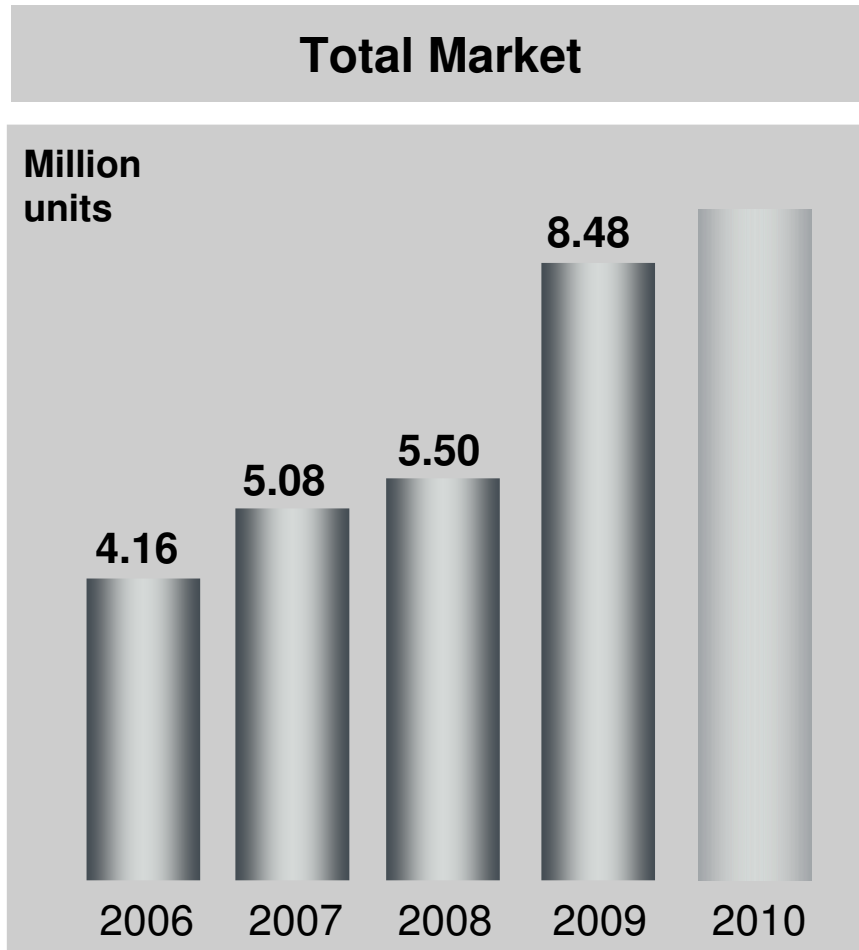


**2009**  
Opening of the New Audi  
Assembly Hall & SOP New A4L



A6L 10 Years

# Sales Development

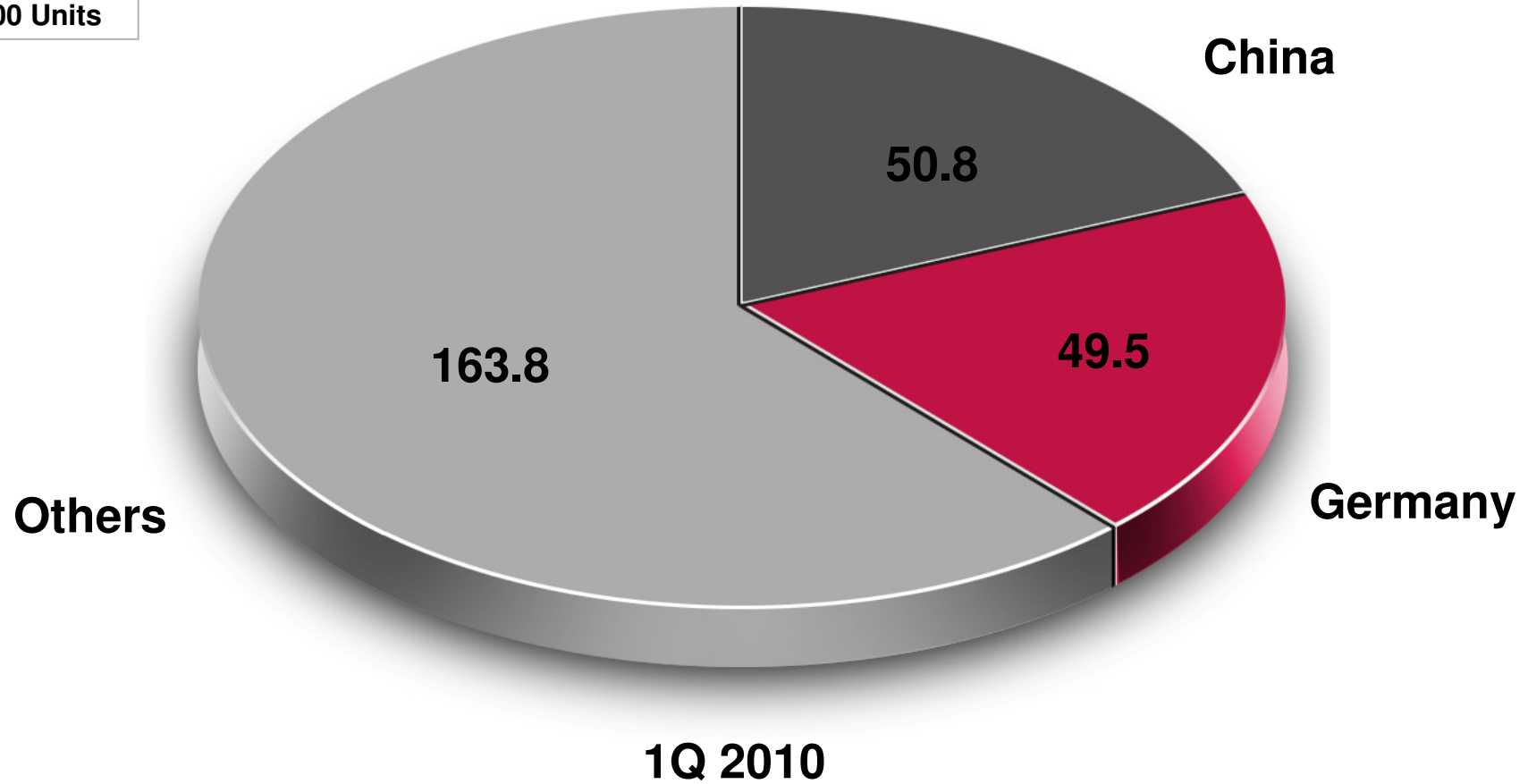


# Sales Development

## Importance of the Chinese Market for AUDI

**Germany and China are the largest markets (together 38%) of Audi worldwide**

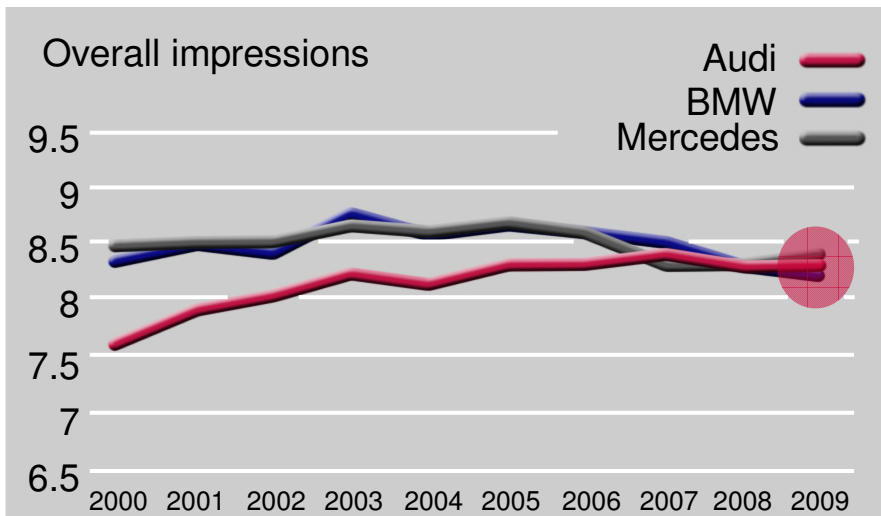
000 Units



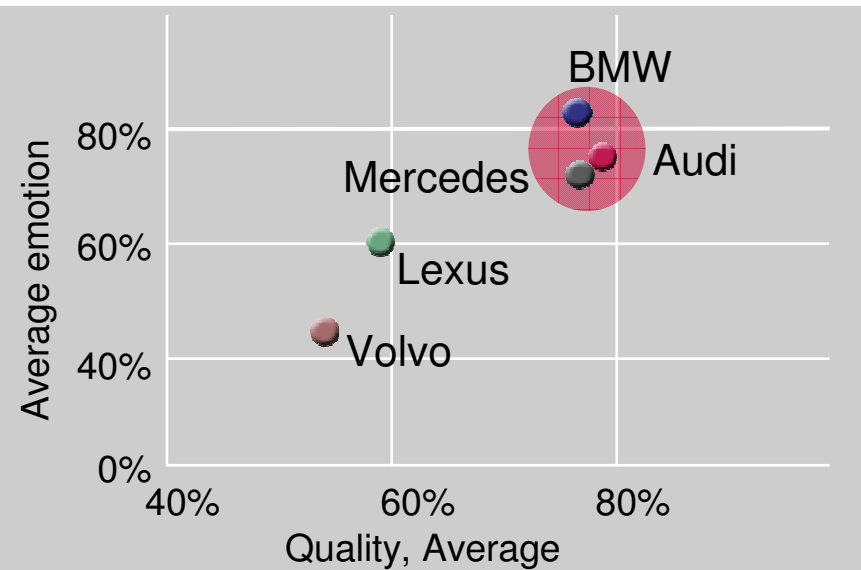
# Success Factors

## Marketing Success: Brand Image in China

### Recognition of Audi as a premium brand is equal to main competitors



Source: Bekanntheits- und Imagecheck 2010



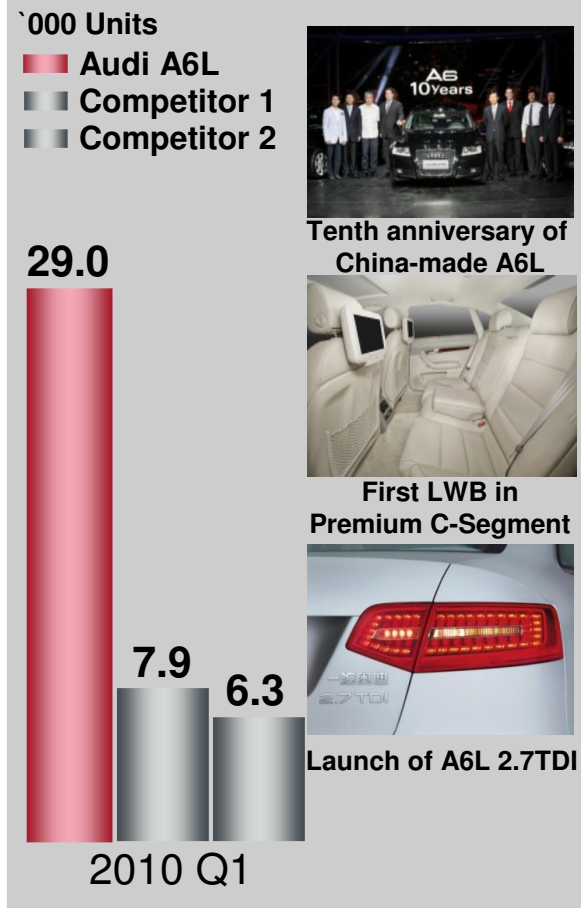
Source: auto motor und sport, "BEST CARS 2010"



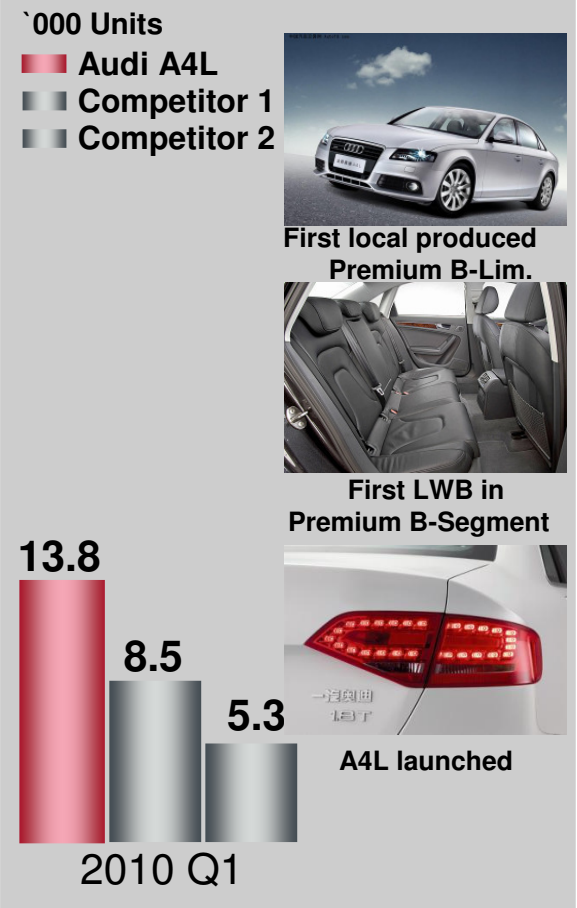
# Success Factors

## Local Products

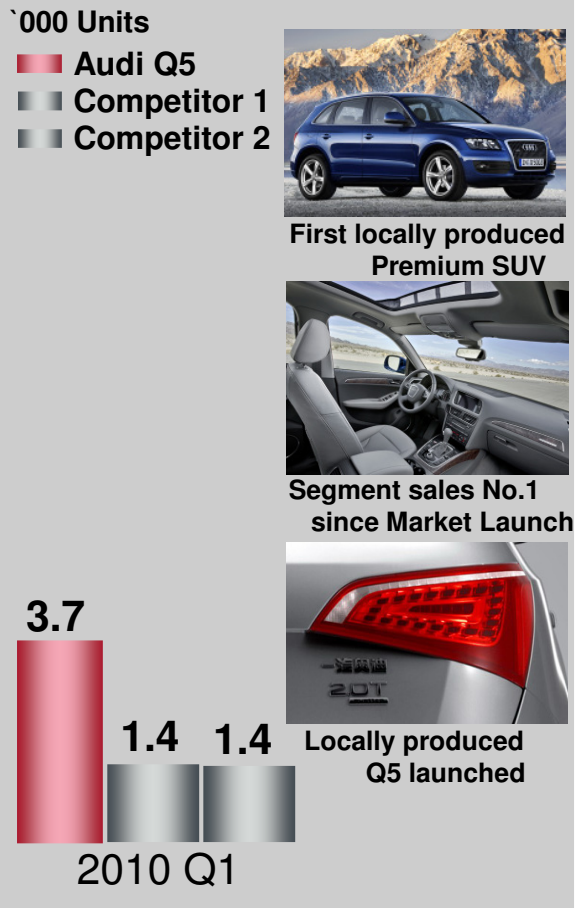
### C-Lim. Segment (40%)



### B-Lim. Segment (22%)



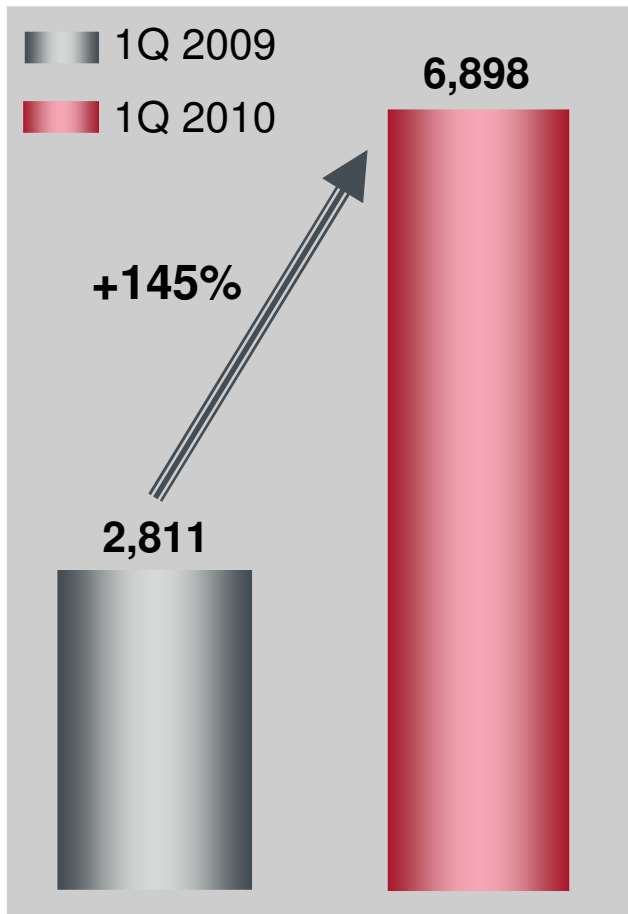
### B-SUV (6%)



# Success Factors

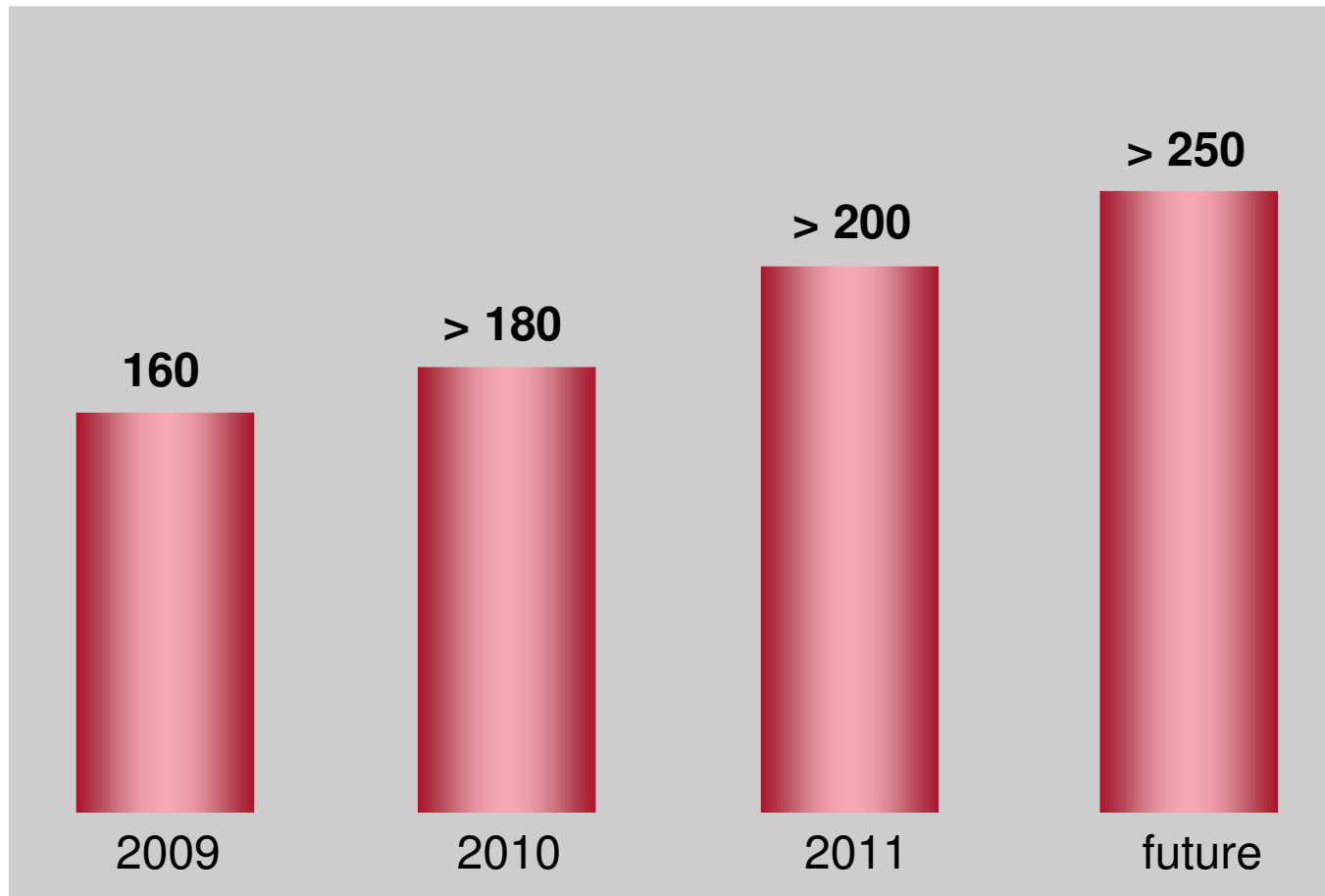
## Import Products

### Audi Import Models

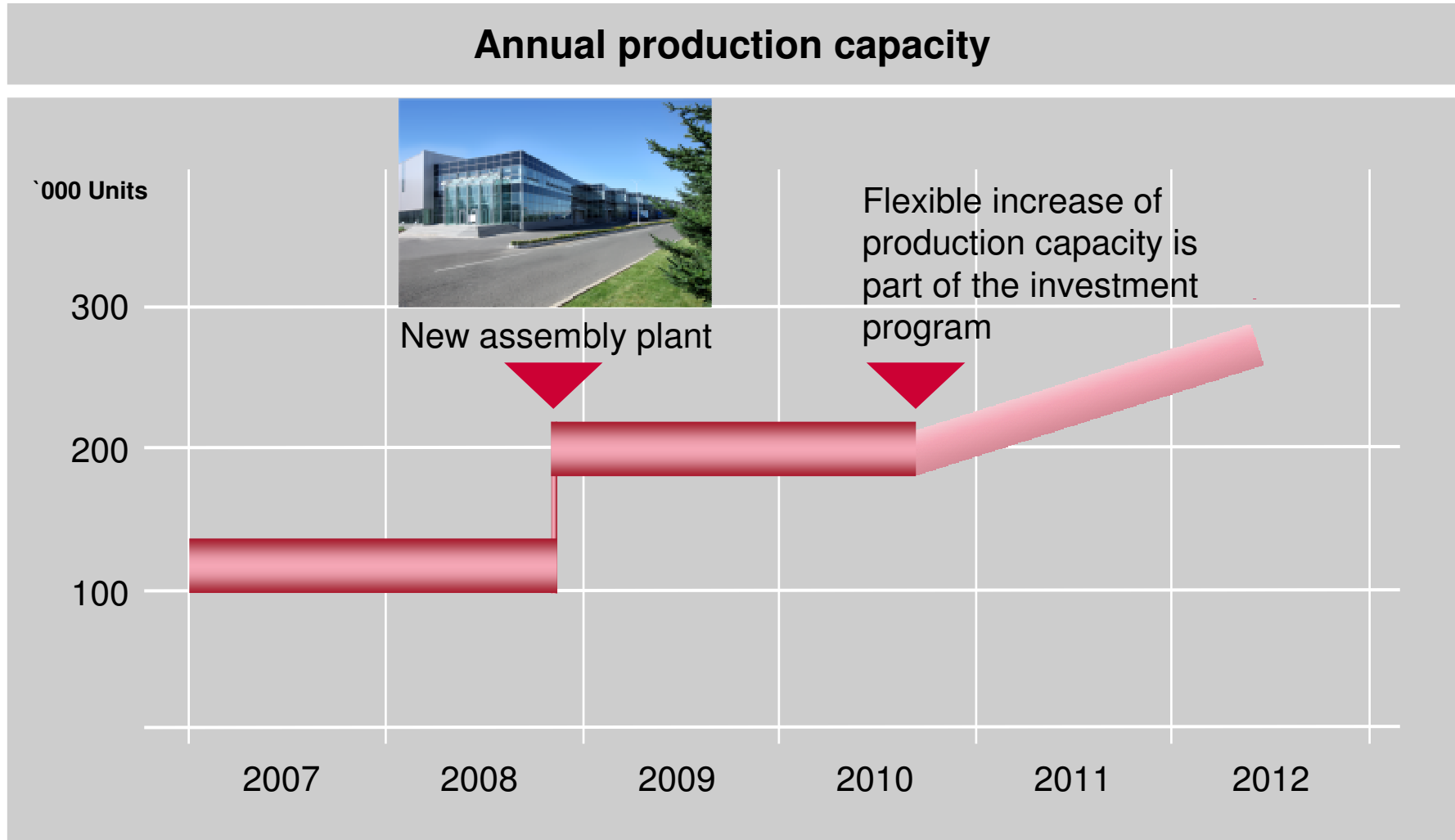


# Sales Capacity in China

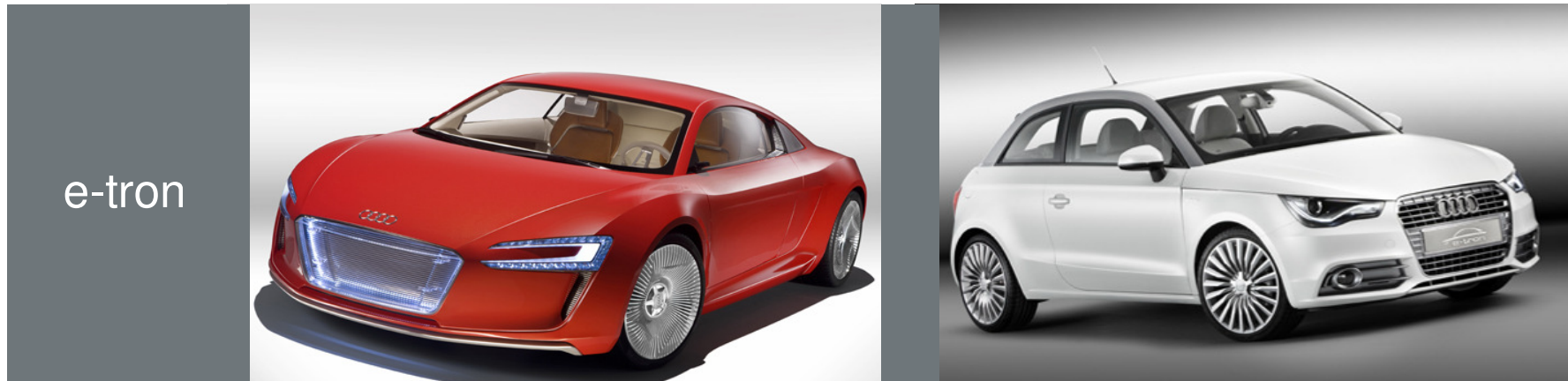
## Audi Dealer Development in China



# Production Capacity in China



# Outlook for China: Vorsprung durch Technik





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## Disclaimer

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