



## **Audi in China**

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# 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

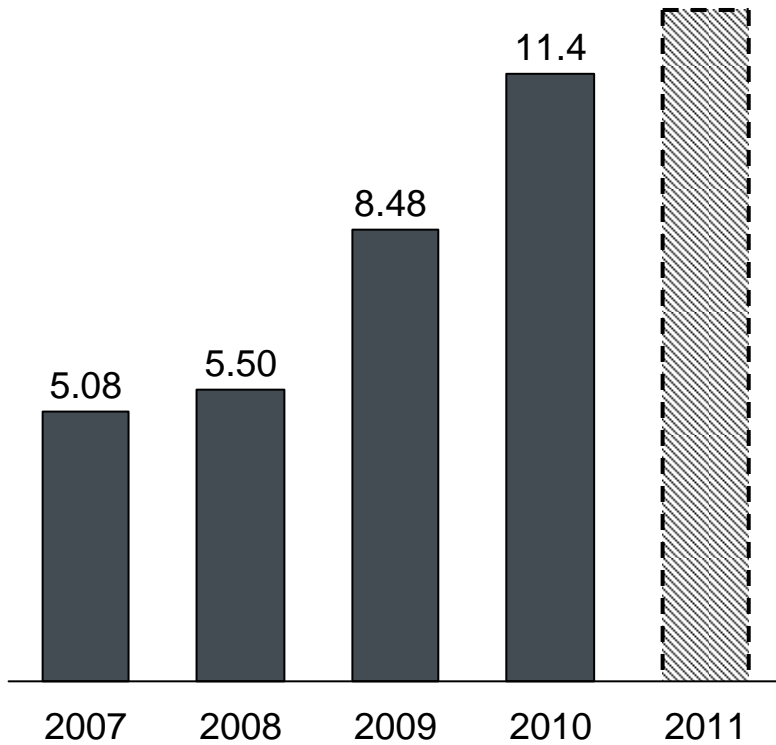
A6L 10 Years



# Sales Development

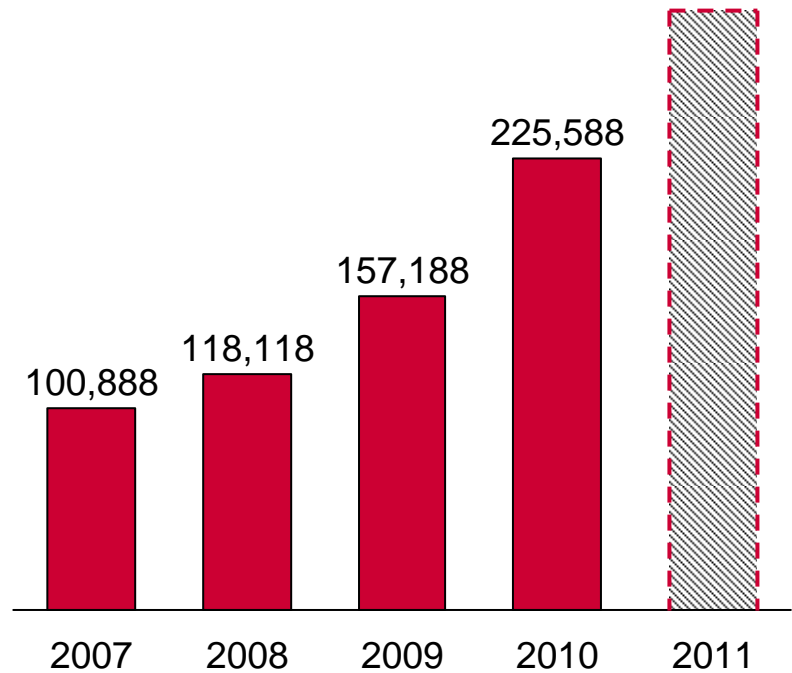
## Total Market

Million Units



## Audi in China

Units

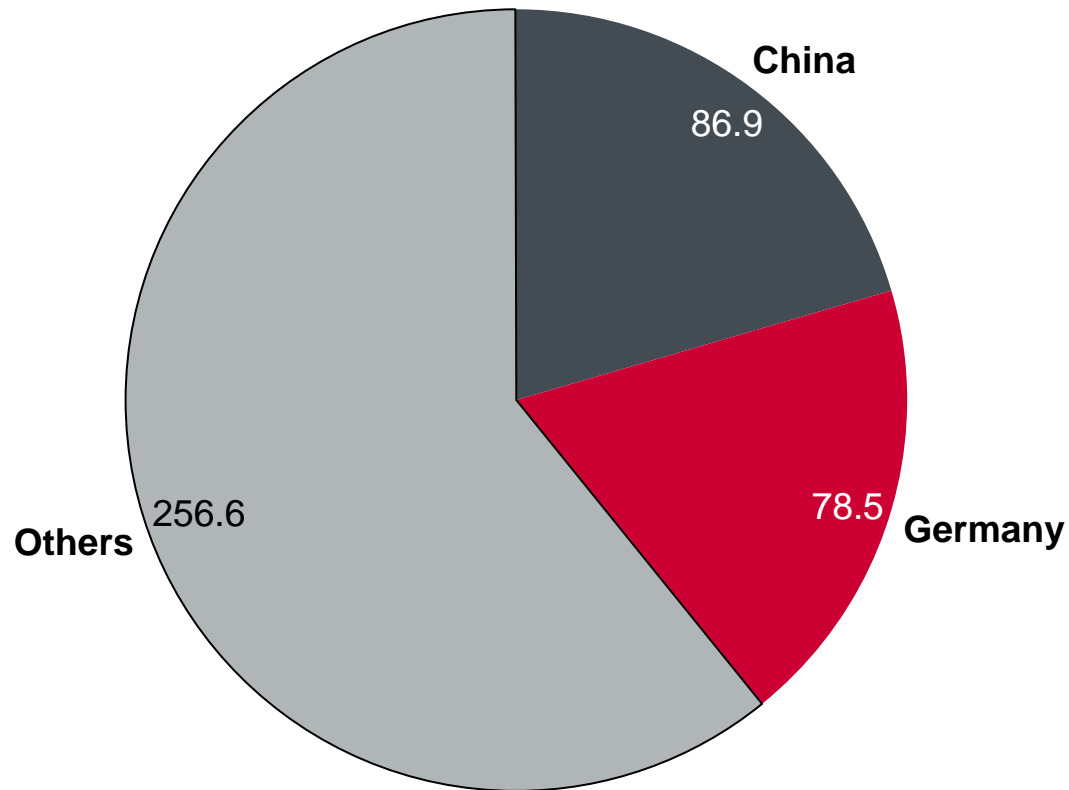


# Sales Development

## Importance of the Chinese Market for AUDI

Germany and China are the two home markets of Audi

'000 Units



Jan. – Apr. 2011

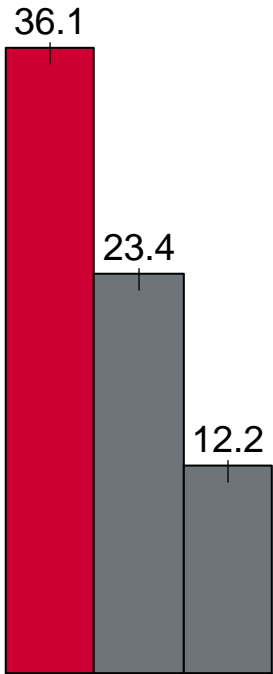
# Success Factors

## Local Products

### C-Lim. Segment

000 Units

- Audi A6L
- Competitor 1
- Competitor 2



Tenth anniversary of China-made A6L



First LWB in Premium C-Segment



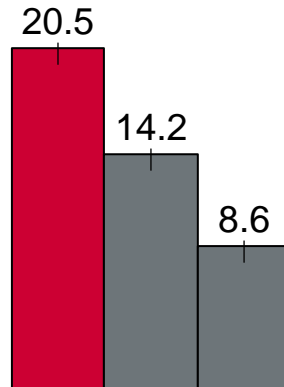
Launch of A6L 2.7TDI

Jan. - Apr. 2011

### B-Lim. Segment

000 Units

- Audi A4L
- Competitor 1
- Competitor 2



First local produced Premium B-Lim.



First LWB in Premium B-Segment



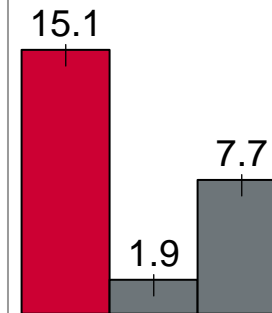
A4L launched

Jan. - Apr. 2011

### B-SUV Segment

000 Units

- Audi Q5
- Competitor 1
- Competitor 2



First locally produced Premium SUV



Segment sales No.1 since Market Launch



Locally produced Q5 launched

Jan. - Apr. 2011

# Success Factors

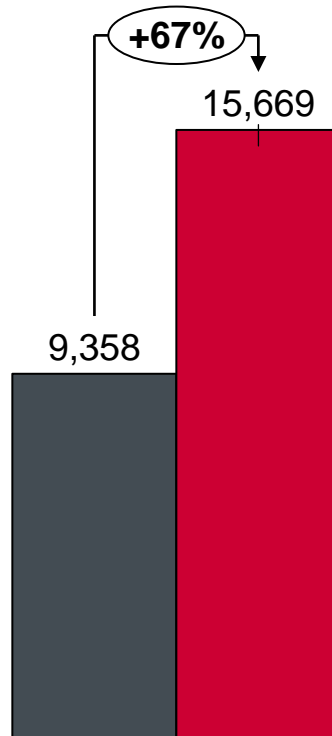
## Import Products

### Audi Import Models

Units

■ Jan. – Apr. 2011

■ Jan. – Apr. 2011

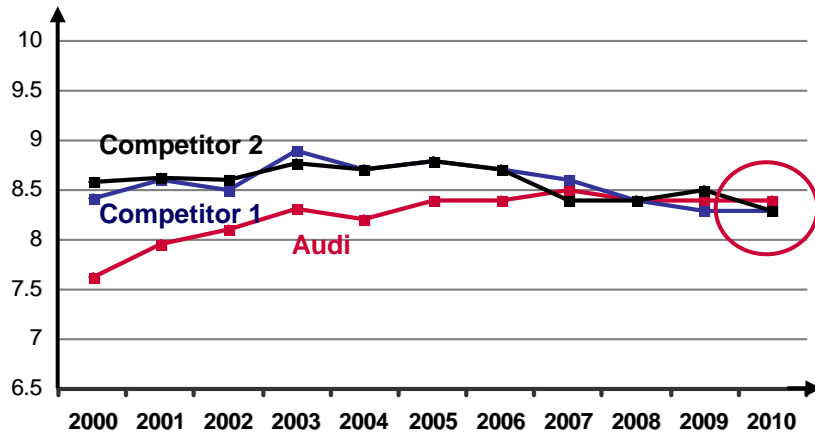


# Success Factors

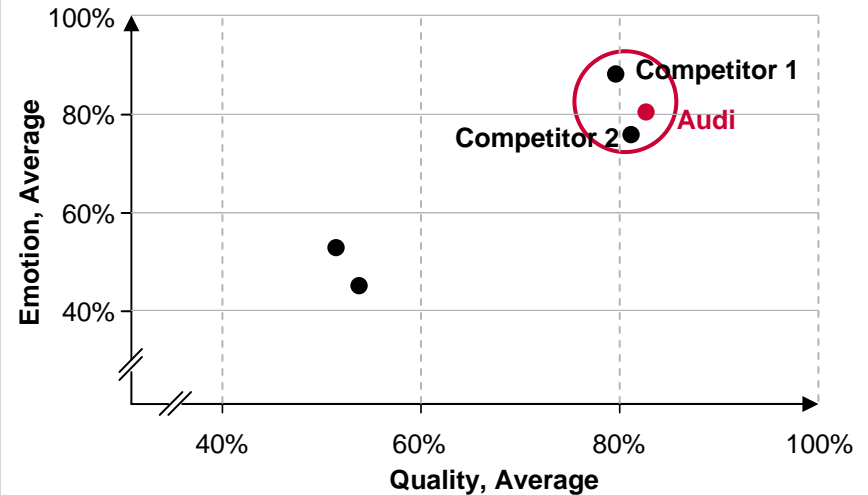
## Marketing Success: Brand Image in China

Recognition of Audi as a premium brand is equal to rivals (main competitors)

Overall impressions



Source: Bekanntheits- und Imagecheck 2011



Source: auto motor und sport, "BEST CARS 2011"



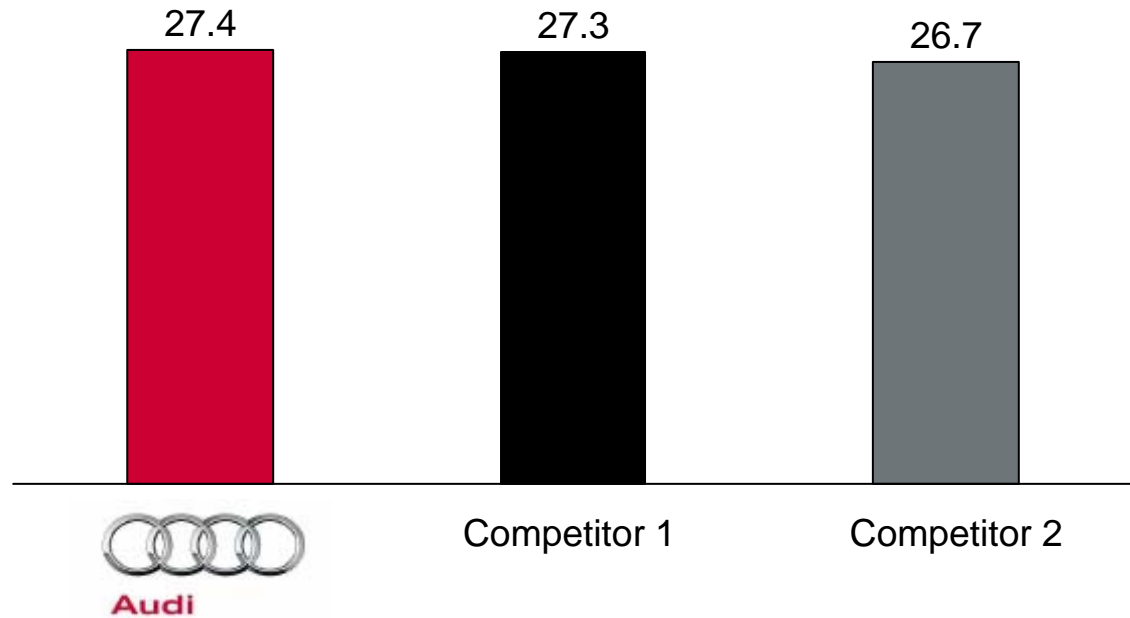
# Success Factors

## Marketing Success: Brand Image in China

Audi is also a leading brand of non-business-limousine

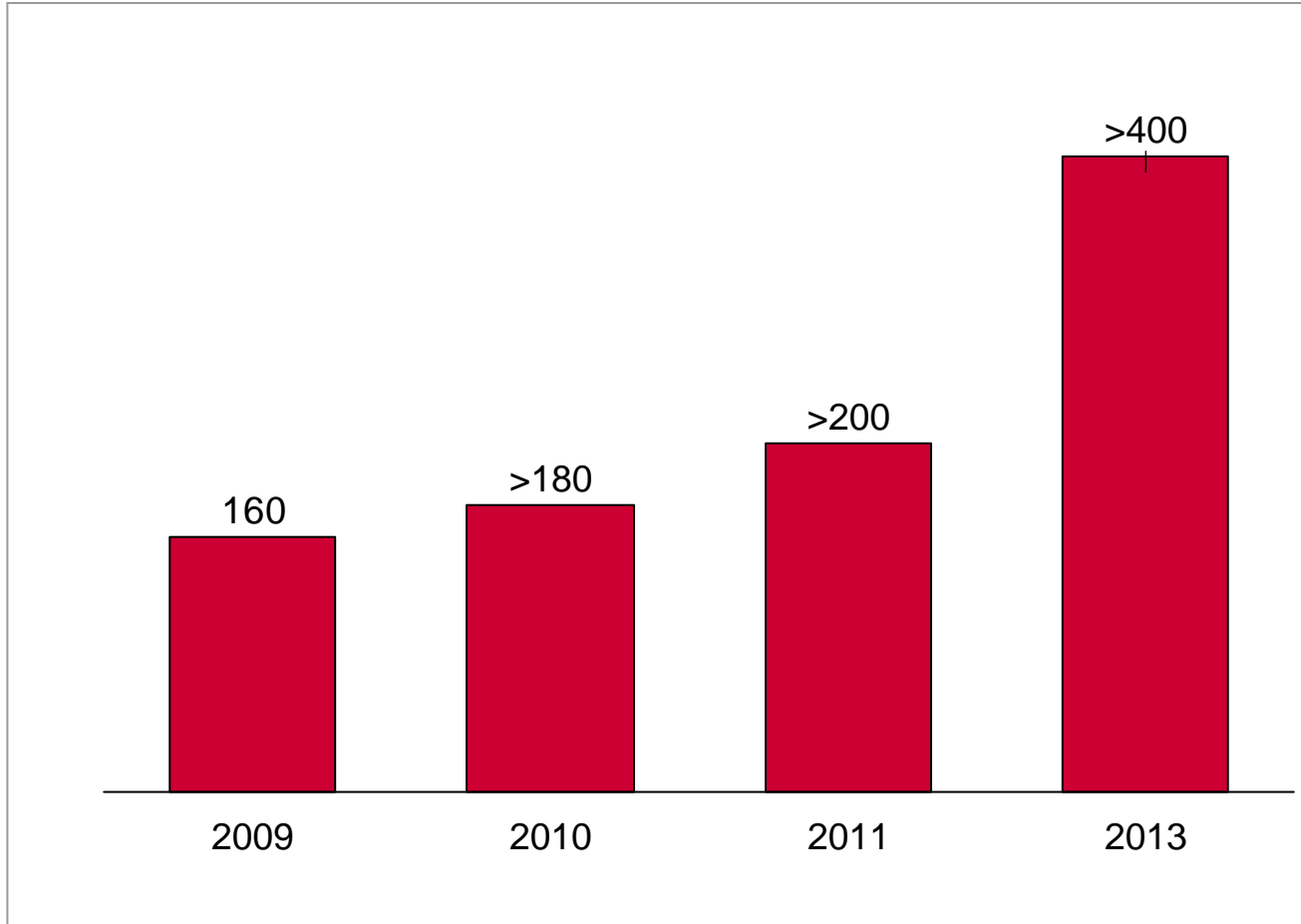
'000 Units

Jan. – Apr. 2011



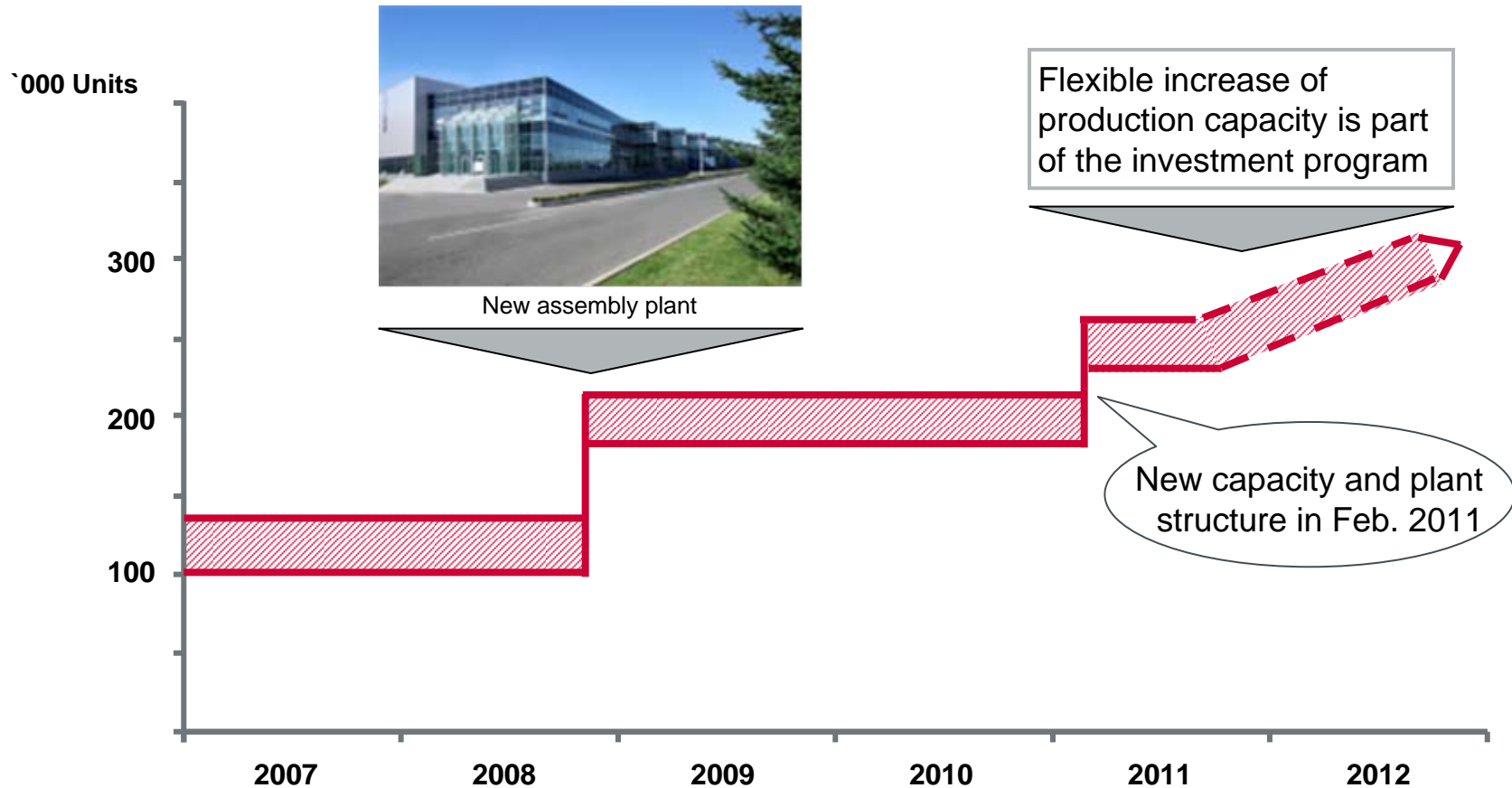
# Sales Capacity in China

## Audi Dealer Development in China



# Production Capacity in China

Annual production capacity



# Outlook for China: Vorsprung durch Technik

hybrid



e-tron





**Thank you**

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President Audi China

Executive Vice President of Volkswagen Group China

## Disclaimer

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