Audi in China

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Audi in China

FAW-Volkswagen
Audi Production and Audi Sales Division (A6 L, A4 L, Q5, Q3)

Audi China
with R&D Center Beijing

FAW-Volkswagen
Audi Production Foshan (A3 Sportback, A3 Sedan)
2013 sales volume* overachieved

*Audi Deliveries in China (incl. Hong Kong and Macau), Number of Vehicles
Expansion of sales network
Audi opens about one new dealership in China every week

2009 ~150
2010 ~170
2011 ~230
2012 ~290
2013 ~340
2017 ~500
Flexible capacity expansion, adjusted to market demand

Annual production capacity, vehicles

- 2008: 100,000
- 2010: 200,000
- 2013: 400,000
- 2017: Up to 700,000

Vehicles:
- Audi A3 Sportback
- Audi A3 Sedan
- Audi A4 L
- Audi A6 L
- Audi Q3
- Audi Q5
Audi top models outpace segment* growth (Jan. – Oct.)

Audi top models: +14%
Segment average: +8 %

Audi A8 L  Audi A7  Audi Q7

*combined segments: Premium D-Sedan, Premium C-Sportback, Premium C-SUV
Audi leads the premium SUV market in China
Highest deliveries, strongest growth (1 imported and 2 local models)

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<thead>
<tr>
<th>SUV share of the premium market</th>
<th>Comparison of growth rates</th>
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<tbody>
<tr>
<td>2008</td>
<td>Jan-Oct 2014</td>
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<tr>
<td>82%</td>
<td>18%</td>
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<tr>
<td>62%</td>
<td>38%</td>
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<tr>
<td>18%</td>
<td>+22%</td>
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<td>38%</td>
<td>+28%</td>
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<td>+34%</td>
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Premium Market  SUV Premium Market  Audi SUV
Premium Compact Cars

Increasing market share

Fastest growing premium segment

2009: 2%  
Jan. - Oct. 2014: 15%

Jan. - Oct 2013: 123,000  
Jan. - Oct 2014: 203,000  
+66%

Increased market share and fast growing premium segment.
Only Audi offers three local premium compact cars

Audi Q3
- Segment Leader

Audi A3 Sedan
- Segment Leader

Audi A3 Sportback
- Segment leader (since July)
Audi in China: Leader in efficiency

- Over 20 percent reduction of average fuel consumption of local models since 2011
Audi A3 e-tron: no compromise

Plug-in hybrid
Unrestricted every-day-use:
5h overnight charging at home
Range 940 km
Emission-free up to 50 km
1,5 L / 100 km

Sporty driving (eBoost)
150 kW

Spacious trunk
Thank you!