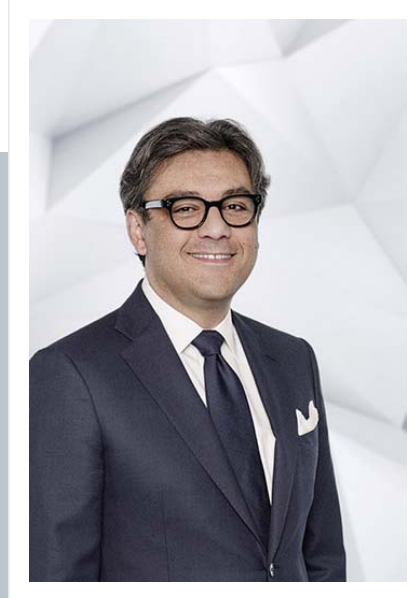
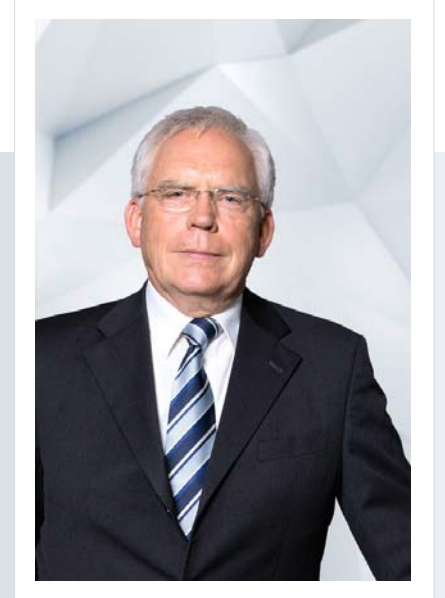


Rupert Stadler



Luca de Meo



Ulrich Hackenberg

Speeches

Audi Press Conference Auto Shanghai 2015

April 20, 2015 | Shanghai



Rupert Stadler
Chairman of the Board Management of AUDI AG

Speech Audi Press Conference
Auto Shanghai 2015, April 20, 2015

-Check against delivery-

Ladies and Gentlemen,

new energy vehicles are a strategic pillar of China's public policy. We at Audi take over responsibility, because a sustainable future is our goal worldwide – for all of us. Also in this country, in our largest market. For nearly three decades, we have been committed to China.

Our e-tron robot just referred to it: A car that only consumes 2.5 liters, like the all-new Audi Q7 e-tron, can truly be called a new energy vehicle. Our high-tech drive-train achieves CO₂ emissions of less than 60 grams per kilometer – that's the benchmark in the segment.

We know from many consumer studies, that an electric range of around 50 kilometers covers most of the daily commutes. Plus, with a total range of 1,000 kilometers, the driver gains long-distance flexibility and convenience. This world premiere here in Shanghai is our first plug-in hybrid with a gasoline engine and Audi quattro, our permanent all-wheel drive. In the second half of 2016, we will deliver the Q7 e-tron with a 2-liter-TFSI engine and 367 horsepower to our Chinese dealers.

And there is more to come on the roadmap of our e-tron strategy. Also by 2016, we are going to offer our first plug-in hybrid from local production here in China. On the occasion of the 25th anniversary of our China operations, we promised to set up a new energy vehicle project together with our Joint Venture partners in Changchun. And we deliver on our promises. Next year, we will introduce the Audi A6 L e-tron, tailored in every aspect for the Chinese market: spacious, sustainable and sporty at the same time.

With our plant in Foshan up and running, we will pursue our localization strategy also in the future. That allows us to bring new models quicker on this market, and to catch up with the demand for true premium in the Chinese society.

Audi has always been a pioneer in this country. In the second half of May, we will meet again at our keynote for the very first Consumer Electronics Show of China here in Shanghai. Audi's presentation is about: new human-machine interfaces, intelligent assistants and piloted driving – in short: Vorsprung durch Technik. Stay tuned and see you again in May here in fabulous Shanghai.

Thank you.

- End -



Luca de Meo
Member of the Board of Management of AUDI AG,
Sales and Marketing

Speech Audi Press Conference
Auto Shanghai 2015, April 20, 2015

-Check against delivery-

Ladies and Gentlemen,

being introduced by a robot – that’s a premiere for me. I’ve heard of a company that even has a robot with smart algorithms as a board member – with full voting rights. Luckily, Sales and Marketing is still a people business. It is my job today, to tell you more about our sales performance and our plans, especially here in China.

In 2014, we were – once again – very successful. Worldwide, we set a new sales record. And in China, we achieved the largest premium lead of all time. We are the first premium brand to deliver more than half a million cars within one year in China. That means: We are now selling as many cars in a single month as we did in an entire year a decade ago. We made a good start to this year: the best first quarter in our history.

So, Audi is on a roll. And regarding our product pipeline – we are on the move, too. We cover the growing premium compact segment with three locally produced models: The Audi Q3*, the A3 Sportback* and the A3 Sedan*. Our strategic move into the compact segment is paying off. The Audi A3* is our number one – globally and in China. Chinese dealerships sold twice as many Audi Q3s last year as they did 2013.

And what’s coming up next? There is our sporty design icon, the Audi TT* – and there is the all-new Q7*. This summer, we will launch the Audi A3 Sportback e-tron* as our first plug-in hybrid on the market.

And the e-tron technology is just right for China: An electric range of 50 kilometers. That means: You drive on battery power alone from one end of the city to the other. It’s important to avoid emissions – especially in cities. China has more than 40 cities with over a million people. For driving outside urban areas, the combustion engine on board allows you to cover a total range of up to 940 kilometers in the A3 e-tron.

This car is undoubtedly a new energy vehicle that best suits the actual user needs. And also our dealers have had an entirely positive response to the A3 e-tron. The combination of efficient drive and sustainable energy is really what the market is looking for.

Audi is taking massive strides to electrify the automobile. Not just in one model series, but across the entire portfolio. I’m convinced: Our plug-in technology is the customer-oriented route to electric mobility.

Thank you.

- End -



Prof. Dr.-Ing. Ulrich Hackenberg
Member of the Board of Management of AUDI AG,
Technical Development

Speech Audi Press Conference
Auto Shanghai 2015, April 20, 2015

-Check against delivery-

Ladies and Gentlemen,

the Audi prologue allroad, our second world premiere for Shanghai and our third member of the Audi prologue family. 15 years ago, we presented the first Audi allroad quattro, a great combination of sportiness, comfort and versatility. The Audi A4 allroad quattro* became very popular here in China. And, in a few months, we introduce the Audi A6 allroad quattro*.

The Audi prologue allroad concept takes the allroad story to a new level: Forward-looking design, next-generation infotainment, sporty driving pleasure and innovative driving efficiency.

The elegance of our new design language matches perfectly with the allroad chassis – 77 mm higher than usual. This is the comfort our Chinese customers are looking for. Same for the interior: We created an exclusive space for daily commutes and long-distance trips. Just take a look at the Audi virtual cockpit and the advanced rear seat entertainment. Your premium experience begins before you start the engine: A smart “butler” software identifies driver and passengers to prepare seat positions, air conditioning and music.

On the road, you feel the sporty allroad concept with all senses. The Audi quattro permanent all-wheel drive allows for dynamic handling and excellent traction in all road conditions. This makes the car a perfect on-roader with great off-road qualities. And we go beyond: We synchronize sporty performance and emotional driving with benchmark efficiency.

As a plug-in hybrid with inductive charging, the Audi prologue allroad is another great example of how we electrify our automobiles in all segments. It has an impressive system power of 540 kW (734 hp) with a V8 4.0 TFSI combustion engine. The car boosts from 0 to 100 in only 3.5 seconds. Consumption is only 2.4 l/100 km. This corresponds to a very low CO₂ emission of only 56 g/km. Its electrical range of 54 km meets the average driving radius per day.

The Audi prologue allroad is a clear statement for the future of mobility. Our automobiles will be efficient, connected and intuitive, while always being a synonym for sportiness and driving pleasure. This is the promise of Audi.

- End -



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Fuel consumption figures of the models named above

Audi A3:

Combined fuel consumption in l/100 km: 8.3 – 1.5;
Combined CO₂ emissions in g/km: 194 – 35

Audi A3 Sedan:

Combined fuel consumption in l/100 km: 7.0 – 3.3;
Combined CO₂ emissions in g/km: 162 – 88

Audi A3 Sportback:

Combined fuel consumption in l/100 km: 8.3 – 1.5;
Combined CO₂ emissions in g/km: 194 – 35

Audi A3 Sportback e-tron:

Combined fuel consumption in l/100 km: 1.5;
Combined power consumption in Wh/km: 124 – 114;
Combined CO₂ emissions in g/km: 35

Audi Q3:

Combined fuel consumption in l/100 km: 8.4 – 4.4;
Combined CO₂ emissions in g/km: 198 – 114

Audi TT:

Combined fuel consumption in l/100 km: 7.5 – 4.2;
Combined CO₂ emissions in g/km: 174 – 110

Audi A4 allroad quattro:

Combined fuel consumption in l/100 km: 7.1 – 5.4;
Combined CO₂ emissions in g/km: 164 – 139

Audi A6 allroad quattro:

Combined fuel consumption in l/100 km: 8.0 – 5.6;
Combined CO₂ emissions in g/km: 185 – 149

Audi Q7:

Combined fuel consumption in l/100 km: 8.3 – 5.7;
Combined CO₂ emissions in g/km: 193 – 149