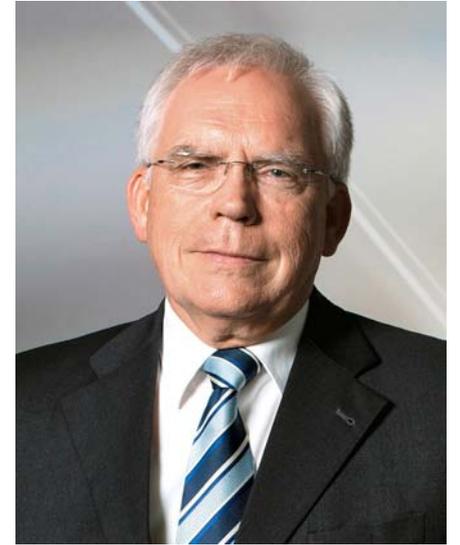




Luca de Meo



Rupert Stadler



Ulrich Hackenberg

Speeches

Mondial de l'Automobile Paris 2014

October 2, 2014 | Paris



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

Speech Audi Press Conference
Mondial de l'Automobile Paris, October 2, 2014

-Check against delivery-

Bonjour Mesdames et Messieurs ! Bienvenue chez Audi !

You won't see our new Audi A6 ultra* at the filling station very often. Instead, you can see it here and now in great detail at the Paris Motor Show. The new A6 ultra: This is the future. And this is typical for Audi.

Because: Redefining the future over and over again – that's in our brand DNA. The best example is the 24 Hours of Le Mans. Audi and Le Mans – that's an incredible success story. This year, we achieved the impossible: a double victory.

Our R18 with ultra technology is a masterpiece. It consists of more than four thousand individual parts. Our engineers have redesigned nearly all of them. With a fantastic result: up to thirty percent lower fuel consumption. Our name for this efficiency is Audi ultra.

Our success in motorsport is ultimately to the benefit of our customers. Because we put the advanced technologies from motorsport into series production. This transfer has a strong legacy at Audi: Just think of the Audi quattro, the Audi e-tron or of course of the TFSI technology.

The new Audi A6 ultra is our efficiency champion in the top segment and the perfect combination of efficiency and performance: strong with 190 horsepower, economical with 4.2 liters of fuel per hundred kilometers and clean with 109 grams of CO₂ per kilometer.

Mesdames et Messieurs! Et maintenant notre prochaine première mondiale avec une surprise spéciale!

- End -

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Rupert Stadler
Chairman of the Board of Management of AUDI AG

Speech Audi Press Conference
Mondial de l'Automobile Paris, October 2, 2014

-Check against delivery-

Ladies and Gentlemen,

Some describe it as the “small R8*”, others as “stylish” or the “right one for winding roads”. Those are some of the press comments on the new Audi TT*.

After the coupé, the new Audi TT Roadster is the next highlight in our TT family. It promises a superb and emotional driving experience. The masculine roadster with its low front end and streamlined shape has the potential to become another design icon. Its advanced technical features include, in addition to the virtual cockpit, the matrix LED headlights and a whole range of driver assistance systems. And the TTS version with its 310 horsepower is even more powerful than its predecessor.

Audi as a company is making progress just as dynamically as this car: Demand for our premium models is rising in all regions of the world. With more than 160,000 units, we have just achieved the best September of all time. We have increased our target for full-year 2014 to 1.7 million deliveries.

Ladies and Gentlemen, we all feel a certain desire for fantastic experiences. 150 years ago, Jules Verne asked himself for a novel he was writing what Paris might look like in the twentieth century. It's amazing: He predicted the central supply of energy, the Internet and even the automobile – powered by gas, by the way, like our Audi g-tron models today.

Anyone who wants to change the world needs this visionary power. That's what drives us and that's what we at Audi call “Vorsprung durch Technik”. In a word: What drives us on ... is the future. In this spirit, we are now giving you an impression of how we might further develop our successful TT family.

Thank you.

- End -

Contact

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Mondial de l'Automobile Paris | October 2, 2014 | Paris

* The collective fuel consumption of all models named above and available on the German market can be found in the list provided at the end of this speech.



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

Speech Audi Press Conference
Mondial de l'Automobile Paris, October 2, 2014

-Check against delivery-

Ladies and Gentlemen,

I am delighted to stand here on stage together with Marc Lichte. I see Marc as an outstanding young designer with enormous potential, and I am extremely pleased that he is now with us on board of AUDI AG. He has a dedicated focus on the core values of our brand: Sportiness, dynamism, emotion and progressiveness in perfection. And, along with his team, he puts them into a new, groundbreaking design.

Marc Lichte will make sure that each Audi is unmistakable and unique, from the outside, from the inside, and at the first glance. I think you will be looking forward to that as well. Your patience will be rewarded.

I am delighted to present you the Audi TT Sportback concept. Isn't that a great car?
In the video, you have just seen what it stands for: Innovation that is tangible. Performance that is practicable in everyday situations and advanced technology in every detail, supremely comfortable and intuitive to operate. That applies to every Audi, whether it's a concept car or a series model.

The Audi TT Sportback concept is a compact high-performance sports car with quattro permanent all-wheel drive. We have combined its TT genes with the elegance of our five-door coupés: the Audi A5 Sportback* and the Audi A7 Sportback*.

Let's have a look at our light technology: This show car is another great proof of how leading Audi is in this area: The high beam spotlight is created by laser. In each headlight, a module of four powerful diodes creates a cone of light that shines for several hundred meters ahead. The laser light supplements the LED high beam at speeds above 60 kilometers per hour: a great advantage in terms of visibility and safety.

Let's have a look at the performance: The Audi TT Sportback concept is driven by a 2-liter TFSI engine with direct fuel injection and 400 horsepower, and with an appropriate sporty handling. It accelerates from 0 to 100 kilometers per hour in 3.9 seconds.

In 2014, we showed a broad variety of concept studies based on the Audi TT design idiom: in January in Detroit the Audi allroad shooting brake concept, in March in Geneva the Audi TT quattro sport concept, in April in Beijing the Audi TT offroad concept and now in Paris: the Audi TT Sportback concept.



This is our approach to sound out the market opportunities of these automobile concepts. The feedback of the public has been positive. We have not yet announced which concept will go into series production. But you will find out more about that soon.

Thank you.

- End -

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Fuel consumption figures of the models named above:

Audi A6 family:

Combined fuel consumption in l/100 km: 9.6 - 4.2;

Combined CO₂ emissions in g/km: 224 - 109

Audi R8 family:

Combined fuel consumption in l/100 km: 14.9 - 12.4;

Combined CO₂ emissions in g/km: 349 - 289

Audi TT family:

Combined fuel consumption in l/100 km: 7.5 - 4.2;

Combined CO₂ emissions in g/km: 174 - 110

Audi A5 family:

Combined fuel consumption in l/100 km: 10.7 - 4.2;

Combined CO₂ emissions in g/km: 249 - 109

Audi A7 family:

Combined fuel consumption in l/100 km: 9.5 - 4.7;

Combined CO₂ emissions in g/km: 221 - 122

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