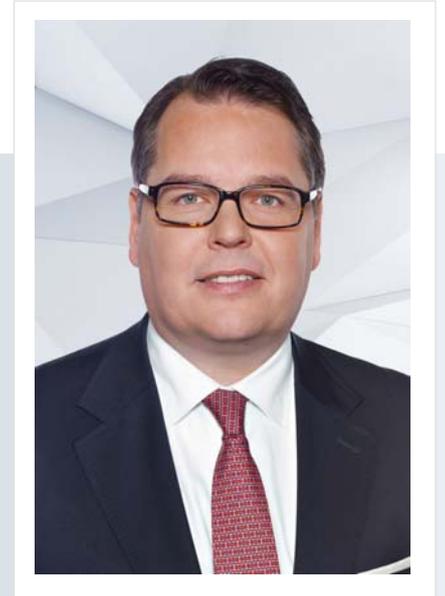


Prof. Rupert
Stadler



Stephan
Winkelmann



Dr. Dietmar
Voggenreiter

Speeches

Audi Press Conference Auto China 2016

April 25, 2016 | Beijing



Rupert Stadler
Chairman of the Board of Management of AUDI AG

Speech Audi Press Conference
Auto China 2016, Beijing, April 25, 2016

-Check against delivery-

Ladies and Gentlemen,

a warm welcome to the world of Audi. I am excited to be here in Beijing at Auto China 2016. We have a series of automotive premieres for you today. They all contain of our specific DNA – Vorsprung.

First of all, let me talk about our strategic roadmap. One hundred years ago, the world population of cars was four million. Today there are more than one billion cars out there. More than ever, the car is the ultimate form of individual mobility. Our strategic goal addresses issues which are highly relevant for China: shaping mobility in the cities of tomorrow with urban solutions. Contributing to a better environment with zero emission cars. Making our fans a precious gift – extra time with piloted driving. And creating a digital customer journey in the car and beyond.

We have two cars with us today that stand for the strategic pillar of electrification. By the end of 2016, we will present the series version of the Audi A6 L e-tron – our plug-in hybrid designed exclusively for China. In addition to this, by 2017 we will roll-out the new Q7 e-tron in this market, too. And – still in development: By 2018, our new all-electric SUV will be ready for production.

Ladies and Gentlemen, the Audi brand itself is electrifying. The community of our fans is growing every day. We just have completed the most successful first quarter in the history auf Audi: with more than 450,000 cars worldwide. About one third – nearly 140,000 cars – were delivered to Chinese customers. Model-wise there are two reasons for this international success story: the enormous response to our SUVs and the high demand for our global best-seller, the Audi A4. Both will be here on stage today.

Nearly three decades ago, we have started operations here in China. Together with First Automotive Works: a great, successful joint-venture. Today, we have the lead in the Chinese premium market: in terms of volume, regarding the number of localized cars and, of course, technology-wise. I am happy to present to you the new President of Audi China, Joachim Wedler. This is his second mission for our brand in this country. I am convinced: He will continue our success story over here.

Now it is time for our high-performance cars. Offered by Audi Sport. In the past five years, we have doubled the unit sales of our R and RS models. The flagship of Audi Sport is the Audi R8. Here you see our racing version R8 LMS. The Audi R8 is once again the “World Performance Car of the Year.” We are proud of this award based on the votes of international journalists. Now, Stephan Winkelmann, our new Head of Audi Sport, will reveal another high-performance car.

Thank you.



Stephan Winkelmann
CEO quattro GmbH

Speech Audi Press Conference
Auto China 2016, Beijing, April 25, 2016

-Check against delivery-

Ladies and Gentlemen,

the new Audi TT RS Coupé*. A sports car is defined by design and performance and here we have a great design and a perfect engine.

The TT RS engine is a five cylinder turbo engine like the one in the first ever Audi quattro. But the first one presented back in Geneva 1980 had 200 hp and the TT RS has impressive 400 hp. And there is one important difference: The engine now has twice as much horse power. The figures of the new TT RS – from 0 to 100 km/h in 3.7 seconds, a top speed of 280 km/h and a power-to-weight ratio of 3.6 kg/hp – underline that this car performs like a super sports car.

This is possible because the engine is completely new developed. The block is made of aluminum which makes it 26 kilograms lighter than the predecessor engine. A powerful light engine, the quattro all-wheel drive system combined with a good weight distribution gives the TT RS a real sports car handling.

The design makes the car immediately recognizable as an RS model. The three dimensional single frame, the large air intakes at the front, the fixed spoiler and the diffuser at the rear. There is also a completely new design feature: For the first time on any Audi model there are OLED rear lights, which enable a very bright three dimensional design. The Audi TT RS Coupé and Roadster* are the newest members of the Audi Sport high performance family. We will launch them at the same time.

Audi Sport develops, produces and markets the RS and the R8 models. We are now working on the strategy of the Audi Sport brand and the product portfolio to bring it to customers worldwide.

Ladies and Gentlemen, there is another car on the stage. And to unveil this car please welcome with me Dr. Dietmar Voggenreiter, Member of the Board of AUDI AG for Sales and Marketing.

Thank you.



Dr. Dietmar Voggenreiter
Member of the Board of Management of AUDI AG,
Sales and Marketing

Speech Audi Press Conference
Auto China 2016, Beijing, April 25, 2016

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Ladies and Gentlemen, my dear friends!

It's great to be back in China – a feeling of coming home. I lived and worked here for almost ten years. Thanks to the people of this unique country: I am a big fan of China – and it makes me happy that the Chinese are big fans of Audi. It is extremely important for us that our Chinese customers are happy with our products and with our services. Only with high customer satisfaction – as it is confirmed by J.D. Power – we achieved our strong position in China. And only with high customer satisfaction we will continue our sustainable growth, as we did in the first quarter 2016.

Today, we present you a new master piece that will make our customers even more happy. Our second world premiere today: the new Audi A4 L. Looking at this fantastic car, one thing is for sure: We know what Chinese customers desire. Audi was the first premium manufacturer to develop special cars with a long wheelbase. The first extended A4 generation was already very well received by our Chinese customers. Now we made it even bigger. With additional 88 millimeters, the Audi A4 L offers more space than ever before. This comfortable car definitely has tech appeal: It offers the broadest range of innovative driver assistance systems – like Audi pre sense city to avoid accidents in city traffic, camera-based recognition of traffic signs and adaptive cruise control to make it comfortable to drive in traffic jams. This makes the new Audi A4 L a big step towards autonomous driving.

Also in terms of infotainment, the new Audi A4 L is benchmark. Let me give you three examples. Number One: The Audi virtual cockpit. It presents all key information in brilliant graphics. Second example: Our Last Mile Navigation. This Audi connect service is developed especially for China. The Audi MMI sends the navigation data to your smartphone – and this guides you from the parking lot to your destination. And third: With the new Audi A4 L we are the first premium car brand to benefit from the 4G mobile network. And last but not least, we are the first premium brand to include Baidu CarLife in our cars this year.

Ladies and Gentlemen, this fantastic new Audi A4 L is produced in Changchun, at our plant with our strong joint-venture partner FAW. I am convinced: Also in China, this car will be a tremendous success. And it will make many more Audi fans here.

Thank you.

- End -



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Fuel consumption figures of the models named above:

Audi TT RS Coupé and Roadster:

These vehicles are not yet on sale. They do not yet have type approval and are therefore not subject to Directive 1999/94/EC.