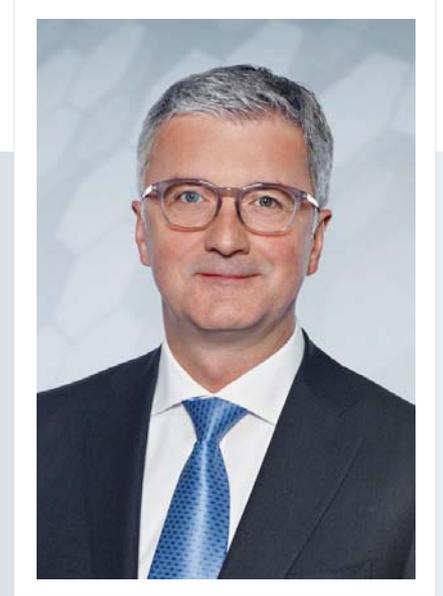


Dietmar
Voggenreiter



Peter
Mertens



Rupert
Stadler

Speeches

Audi Summit

July 11, 2017 | Barcelona



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

Speech Audi Summit
Barcelona, July 11, 2017

-Check against delivery-

Ladies and gentlemen,

here on stage, you can see the DNA of our brand Audi: the highest quality, innovative technology and super emotional design. This is what defines every single Audi.

Today, when you see the Four Rings, you think of TFSI, TDI, quattro and lightweight construction. In the future, something else will come to your mind! Because Audi will be more than amazing cars. In the future, you will be thinking of Audi e-tron, myAudi, and Audi AI.

Let me explain this to you!

We are transforming – from a premium car manufacturer into a premium digital car company. In the future, we will of course still be selling beautiful cars. And on top: We will offer services and solutions that go beyond the car.

With everything we do, we strive to improve your daily life. The daily life of our customers: Give them additional time – we call this the 25th hour. Keep our customers connected to the world. Surprise them with sustainable solutions and unique experiences. – In a nutshell: We make their lives easier. With our technologies e-tron, myAudi, and Audi AI.

myAudi will become our central platform. The eco-system that connects your car to its environment and you with your Audi. myAudi is the basis for many additional services to come. In the near future, we will introduce functions on demand. It will enable you to activate additional features in your Audi, whenever you want or need them. With the platform myAudi you will also book Audi on demand – our premium mobility services. For example when you are on a business trip in a different city.

Audi e-tron stands for our clear vision of emission-free mobility. For cars that perfectly combine sustainability, sportiness and everyday practicality – without any compromises. e-tron means plug-in hybrid cars and fully-electric cars. They keep our customers mobile in cities – despite emission restrictions.



In the same philosophy, we offer other alternative drivetrains or synthetic e-fuels. Take for example our g-tron fleet: Powered by Audi e-gas, a g-tron model emits at least 80% less CO₂ than a comparable gasoline-powered car.

And finally: Audi AI. This term stands for intelligent and even self-learning assistance systems and piloted driving functions. It enables us to redefine personal mobility in many ways. And this will give you the 25th hour. – More to come in Rupert Stadler’s speech later today.

Ladies and gentlemen,

e-tron, myAudi, and Audi AI – this is, what our brand will stand for. And today, we will present to you the ambassador of those values: The all-new Audi A8*.

It embodies our heritage as well as our future. With this car, we are creating a whole new experience of premium: Enjoying comfort on the next level. Surrounded by high-quality materials and outstanding design. Interacting with a revolutionary user interface. And gaining more time through smart technology: The Audi A8 is our first model developed for highly-automated driving at level 3.

The technology of autonomous driving will completely change mobility. We anticipated this already a decade ago. Back in 2004, we introduced a vision of the future: The Audi RS Q. This car was one of the stars in the Hollywood blockbuster “I, Robot.” It showed our vision of autonomous driving in the year 2035. In the movie, the hero could choose whether he wanted to take control or leave the driving to the RS Q.

Back then, this was science fiction! – But fiction will soon become reality. The new Audi A8 will take us one step further. Let’s say: Forget the car. The new A8 is more. Audi is more.

– End –

Contact

Moritz Drechsel

Corporate Communications – Sales and Marketing

Phone: +49 841 89-39914

mailto:moritz.drechsel@audi.de



Peter Mertens
Member of the Board of Management of AUDI AG,
Technical Development

Speech Audi Summit
Barcelona, July 11, 2017

-Check against delivery-

Ladies and gentlemen,

what's the next big thing in the evolution of the automobile?
The future of driving will be autonomous – no doubt about it. This is a game changer.

Self-driving cars need Artificial Intelligence as one of the key technologies allowing them cope with this incredible complexity. I imagine a world where getting from A to B is a pleasure with time well spent. A world with fewer accidents because powerful technology simply won't let them happen. Where resources may be used better than ever before. I imagine a world where emissions are reduced to zero. A world where people enjoy future premium mobility.

The core technology behind this vision starts with our central control unit “zFAS” – the dedicated super-brain for all assistance systems. Almost in real-time, data from various systems will be matched with data from the infrastructure and other road users. This is the enabler for level three of automated driving.

With the new Audi A8, we are the first carmaker prepared for the introduction of Level 3 piloted driving. Level 3 means: You take your hands off the steering wheel. And the car does the rest. We call our innovation Audi AI traffic jam pilot.

This, in turn, will pave the way for the next step, Level 4: “high automation” in specific use cases such as highways at all speeds. We will raise the bar for our competition. Today at the Audi Summit. And in the future.

This showcar provides a preview of our second electric car. It is due to come in 2019. It will be even more intelligent because we will increasingly implement Audi AI in all of our future models.

Audi AI is a new technology promise of our brand. It uses deep learning to take a proactive approach to the human-machine-interface. Experience it yourselves at our Brand Space.

Thank you for your attention.

– End –



Contact

Peter Oberndorfer

Communications Product and Technology

Phone: +49 841 89-43355

mailto:peter.oberndorfer@audi.de



Rupert Stadler
Chairman of the Board of Management of AUDI AG

Speech Audi Summit
Barcelona, July 11, 2017

-Check against delivery-

Ladies and gentlemen,

people love brands. This is a matter of relationship and trust. People buy brands, because they know exactly what they are getting. Among them, premium brands exert an extraordinary attraction. Customers are ready to spend more on premium products. Because premium products offer more: more quality, more comfort, more excitement and more status. In short: added value.

A good example is our brand-new Audi A8 – our signature car. It carries the signature of our brand, of our designers and engineers. This flagship has a progressive and highly emotive appeal. The A8 makes clear: A brand is always a promise. And our promise... is Vorsprung. Vorsprung means walking the extra mile. Staying ahead of others, developing the most convenient solution and offering a unique reason for friends to become fans. We take our promise seriously.

In Latin, Audi simply means “Listen!” For us, this means: listen to people, listen to our customers. We listen when they applaud as well as when they criticize us. When they demand more or even less. We listen to words that have not yet been explicitly spoken – to deliver the unexpected.

When it comes to mobility, technology matters. We strive to be one of the world’s leading technology companies. This summit is a new format for Audi to celebrate the latest news on products, technology and our brand promise. Today, with more than 2,000 friends and fans of Audi here in Barcelona.

A key promise of ours is to simplify the lives of our customers. Wherever you plan to go, whatever you plan to do. Audi AI will be there. I call Audi AI a technology promise. Audi plus intelligence plus forward thinking. This becomes Audi AI. It is not about one car alone, it is about all partners in traffic altogether. Interconnected with each other, they form a swarm intelligence. This results in the perfect flow on our streets.

Our future cars will manage traffic in defined zones in the city as well as on highways – all by themselves. And it will leave it up to you – to drive or to be driven. Audi AI supports you. Audi AI thinks for you. Audi AI increases your level of independence. Audi AI is everywhere. When the world is ready for this next level of mobility, we will continuously increase the power of this Audi AI button.



Today, you have the chance to experience a time capsule in our brand space. You will experience first-hand how driving in a futuristic car might feel like. Together with the Fraunhofer Institute for Industrial Engineering, we examined in a lab experiment how to lower stress and maximize concentration onboard. Accordingly, we will fine-tune the interior of our cars to the unique preferences of each Audi user.

We want to know: How do we create true premium experiences in a future of self-driving cars? It's about making the best use of your time. Our metaphor of the 25th hour stands for this great gift: Down time – when you need a break and some entertainment –, productive time – when you want to get things done – and quality time – spent with family and friends. Why shouldn't a car allow all of this?

Future premium means taking back control of your time. Because time is one of the most valuable goods. Just imagine: You get into the car, into a comfortable lounge ambience. And your car already knows that you want to enjoy some quality time with your kids. And we guarantee: no distraction at all. All this and much more will be made possible by Audi AI. Not in the far future, we start with this right now, with the new generation of Audi cars to come.

Our customers expect more than others do: They merge the digital and real world. They stay connected with their peer groups. They still see individual mobility as declaration of independence. They act responsibly for a sustainable future. And they enjoy urban living in smart cities with seamless mobility. This is why we strategically aim at digitization, sustainability and urbanization. These are the three drivers for Audi. Vorsprung. 2025.

Ladies and gentlemen,

and the story goes on... Following the Audi A8, there are quite a few models in the pipeline for 2018. For example, the Audi Q8*, produced in Bratislava. The Audi A7* and the Audi A6* from our German plant in Neckarsulm. The Audi A1*, which will be reborn here in Martorell. And also in 2018, you will experience the Audi e-tron* made in Brussels, which raises electric mobility to the next level. This is the starting point of a large product initiative. This Audi A8 stands for the journey of the Four Rings. A journey into the next decade and into a new era of our brand. And there is a lot more to come from Audi. Please stay tuned ... to what we are going to unveil in Frankfurt in eight weeks' time. These two letters – AI – and the idea behind them will be an omnipresent companion on our way into the new era. Thank you.

– End –

Contact

Jürgen De Graeve

Corporate Communications

Phone: +49 841 89-34084

mailto:juergen.degraeve@audi.de