



Bram Schot  
Chairman of the  
Board of Management



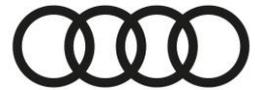
Hildegard Wortmann  
Member of the  
Board of Management  
Sales and Marketing



## **Speeches**

# **Audi Press Conference IAA 2019**

September 10, 2019 | Frankfurt



**Bram Schot**  
**Chairman of the Board of Management of AUDI AG**

**Speech at Audi Press Conference**  
**IAA 2019**  
**September 10, 2019**

**Part 1**

- Check against delivery -

Good morning and welcome to Audi,

The difference between customers and fans? True passion for a brand! Customers give their money, fans give their heart. Customers want performance, fans demand passion. Customers might switch brands, fans stay. Fans are the central pillar of success. We are not aiming for satisfaction. We are aiming for delight. Turning customers into fans, that's our top goal at Audi – with focus, with determination and team spirit, with customer-relevant innovations and breathtaking design. Consistently customer, consistently electric, consistently connected, consistently sustainable. In short: consistently Audi.

Passion for cars, that's also why we're all here today. Someone who lived this passion like few others was Ferdinand Piëch. About two weeks ago we had to say goodbye to him. But he will live on in our memories and our brand. He put his heart and soul into shaping the technology, cars, and with that, the mobility of the future. And we will continue to do so in his spirit. We are very grateful, owing him a lot of gratitude.

Never before in history mobility has moved people more. Our job now is to shape what people do want: Being mobile with a clear conscience.

Audi is transforming. We are changing the brand. We are recharging the Audi Spirit. Audi is becoming more open, more diverse, thinking from outside in and becoming faster and faster. We are on the move. We are changing our company and the brand: With a more refined design, new models, models that you can experience here today, more fascination. We know: change is not always easy. But: "No pain, no gain." We are embracing change to the delight of our stakeholders and – most of all – our customers.

Since the Geneva Motor Show in March, we have launched more than 20 new models. New models that are as individual as our customers and their different lifestyles. I will mention a few of them: The Audi A1 citycarver\*, a small car with a crossover look for big cities. Our most progressive A1 – urban and cool. Then the new Audi A4\*. When I look at it, I don't just see a facelift. I see a new top model, great design and super-efficient. Just like the Q3 Sportback\*. The compact SUV in coupe form is extremely dynamic and sporty. Another important Q-model.

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\*\* These models are not yet offered for sale. They have not yet received type approval and are therefore not subject to Directive 1999/94/EC.



And our model initiative is continuing. Today, here in Frankfurt. Our “Consistently Audi” strategy is pointing the way to the future. One thing is right at the top of our list: Maximum customer delight. Thinking from outside to inside: “Consistently customer”. We will hear more about this later from my new colleague Hildegard Wortmann.

The future is electric. The Audi e-tron\* is for us and already for a lot of delighted customers an electrifying beginning. By 2025, we will have launched 30 electrified models, 20 of them all-electric. We are setting the pace for electric mobility suitable for everyday use. For us, suitable for everyday use means: Travelling without having to think about range. Finding a charging station has to be as easy as finding a fuel station. And I promise you, it will become easier and easier. With our e-tron Charging Service with 110,000 charging points in 20 European countries. It will give you the key to one of the biggest public charging networks in Europe. That’s one of the drivers for “Consistently electric.”

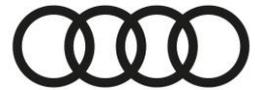
We are also making every Audi “Consistently connected”. Our models, our digital services fit seamlessly into our customers’ lives. Because consistently connected means: Fast, flexible and customer-centric. Distinct end-to-end responsibility: from the first customer’s wish to the final product or service. Continuous responsibility in one hand.

One thing is particularly important to us in our actions: Being “Consistently sustainable”. This is the fourth pillar of our strategy. And it also fits with what I said at the very beginning: People want to be mobile with a clear conscience. For example, by 2025, all Audi plants will have a CO<sub>2</sub>-neutral balance. We will then have 30 electric models on the market. We strive consistently for a sustainable supply and value chain. That is our quest.

Ladies and gentlemen,

When you recommend Audi to your family and friends, only then we will have done a good job. Then we have sparked fascination and passion for our brand. We at Audi do everything we can to ensure that our customers are our fans. We will use every single point of contact to turn our customers into Audi fans. They are crucial to our success. Like I said, we can only do this as a team. With all our employees. I am very happy to say that since July 1st, we have strengthened our Board of Management with Hildegard Wortmann, responsible for Sales and Marketing. Welcome Hildegard!

– End –



**Hildegard Wortmann**  
**Member of the Board of Management**  
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Dear ladies and gentlemen,

It is a very special moment for me, first time on stage for the Four Rings. Also first time on stage: The Audi e-tron scooter, our answer for the last mile. A cool and unique crossover of skateboard and scooter, which we will launch next year.

Audi is changing. The best proof is featured right here around us with a real firework of our latest product creations. The youngest portfolio in the premium segment and a demonstration of concentrated Audi power. But for me the change at Audi does not just mean a new product portfolio. There is so much more to talk about: Our brand, our customers. “Vorsprung” will be redefined. It is not just about the technical opportunities. It’s about focusing on our customers and putting them right into the center of our Four Rings. “Vorsprung” means creating unique moments that surprise and inspire our fans. The future is electric. And the future has already started with our Audi e-tron\*, followed by the Audi Q2 L e-tron – from China for China. Our customers love these first two electric members of the family.

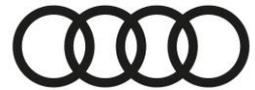
This was just the beginning. By the end of next year, we will have three more family members to join, of course all electric: the Audi e-tron GT\*\*, the sportiest beauty, the Audi Q4 e-tron\*\*, the electric game changer in the compact SUV segment and another highlight: the Audi e-tron Sportback\*\*. This latest addition to the family is celebrating its debut at L.A. auto show in November. But as you can see right here, right now: Consistently electric is our consistent journey. Whatever your electrifying wish might be, we have a premium answer to it with Four Rings. We do have the most attractive range of electrified models: From battery electric as you have just seen, to plug-in hybrids and mild hybrids. And consistently electric means of course that we also start to electrify our high performance segment. The world premiere of the new Audi RS 7 Sportback\*. You can see: Performance is an attitude. And the Audi RS 7 Sportback\* comes for the first time with 48 volt mild-hybrid system.

Now you have seen that Audi is changing. The future is electric across all segments. But it’s more than electric – as our four pioneering show cars demonstrate here and today.

– End –

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**Part 2**

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Ladies and gentlemen,

The AI:TRAIL show car is a design concept, a technology test bed and a mobility concept. All in one. After the AI:con – our vision for long distance travelling, the AI:Race – our idea of a future sports car, and AI:ME – the autonomous companion for urban mobility, the AI:TRAIL is our vision for automated driving – off the tracks. They are consistently electric. And they are consistently sustainable, connected and consistently customer. If I would have to sum up these four interpretations of the future electric cars, I can really say, with a clear conscience: Audi is “Unleashing the beauty of sustainable mobility”.

- End -

## **Contact**

### **Dirk Arnold**

Head of Audi Communications  
tel.: +49 841 89-92033  
dirk.arnold@audi.de

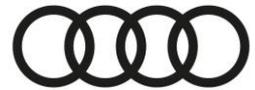
### **Susanne Killian**

Communications Sales and Marketing  
Tel.: +49 841 89-986076  
susanne.killian@audi.de

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## **Fuel consumption of the models mentioned**

The fuel consumption and CO<sub>2</sub> emissions of each car vary depending on the wheels and tires fitted, and are influenced not only by the car's efficient use of fuel, but also by the driver's behavior and other non-technical factors.

### **Audi A1 citycarver:**

Fuel consumption combined in l/100 km: 5.4 – 5.2

CO<sub>2</sub> emissions combined in g/km: 122 – 118

### **Audi A4:**

Fuel consumption combined in l/100 km: 6.9 – 3.8

CO<sub>2</sub> emissions combined in g/km: 166 – 100

### **Audi Q3 Sportback:**

Fuel consumption combined in l/100 km: 7.7 - 4.7

CO<sub>2</sub> emissions combined in g/km: 174 – 123

### **Audi RS 7 Sportback:**

Fuel consumption combined in l/100 km: 11.6 – 11.4

CO<sub>2</sub> emissions combined in g/km: 265 – 261

### **Audi e-tron**

Electric power consumption combined in kwh/100 km: 24.6 – 23.7

CO<sub>2</sub> emissions combined in g/km: 0