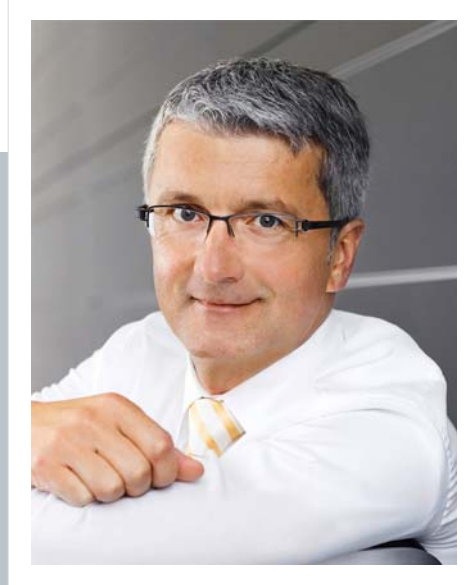
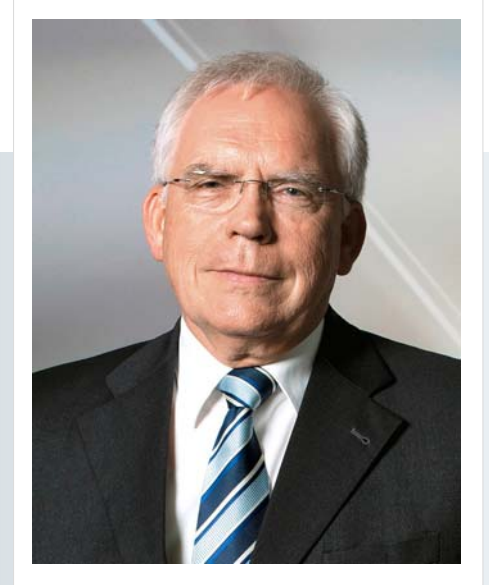


Scott Keogh



Rupert Stadler



Ulrich Hackenberg

Speeches

**Los Angeles Auto Show
2014**

November 19, 2014 | Los Angeles



Scott Keogh
President, Audi of America

Speech Audi Press Conference
Los Angeles Auto Show, November 19, 2014

-Check against delivery-

Ladies and Gentlemen,
welcome to the Audi Los Angeles Auto Show press conference. It's great to lead off this year with some big news. First, I'd like to acknowledge some special guests: From AUDI AG – our Chairman and CEO Rupert Stadler and our Board Member for Technical Development, Prof. Dr. Ulrich Hackenberg. From Volkswagen, Dr. Heinz-Jakob Neusser, Member of the Board of Management for Development – Volkswagen Brand, and Michael Horn, President and CEO – Volkswagen Group of America. In addition, we're pleased to welcome Mike Jackson, the Chairman and CEO of AutoNation.

In the auto business success has many fathers. But for Audi, here in America, success has one very clear starting point. Before 2008, Audi was a brand with a century's worth of history and 42 years of potential. But potential needs a spark.

So we developed a supercar and then did what few other car brands actually do - we launched it. That's when Audi began its ascent: double digit sales gains stretching back to 2010. Four consecutive yearly sales records with a fifth coming this December.

The R8 did more than help fuel sales. This was the catalyst that delivered Audi pricing power. Today, as a result, transaction prices average \$9,600 more than in 2009. With the R8 Audi became the brand of dreams. For kids driving it on their Xbox console or seeing it as the hero in Iron Man. For performance enthusiasts marveling at R8 GT racing wins. For influencers eager to make a statement.

The R8* is the catalyst that spurred America's most successful dealers to spend nearly one billion dollars on Audi. And our image and loyalty levels are the highest ever. But the R8 represents something more: Audi's commitment to deliver technologies developed for its dominant racing programs to every day driving. Today, though, we are turning that equation around a bit.

With the new 2015 R8 competition, Audi isn't just delivering racing technologies to our customers. We are essentially delivering the racing car to our customers. This is the fastest R8 ever, clocking a 0-60 time of just 3.2 seconds through the same V-10 engine found in the R8 LMS track car that has won Daytona, Nürburgring. Only 60 of these racing-inspired, but fully street legal, supercars will be available.

The R8 provides the halo. Two other cars are providing the momentum. The A6 and A7 have firmly established Audi in the heart of the premium car market. Only seven years ago, Audi claimed a little over 7 percent of the mid-sized luxury sedan segment.



Year to date, the Audi share of that sweet spot is 17.4%. Today we are introducing a new chapter for these mainstays of the Audi lineup. A chapter built around mobile technology, styling leadership and enhanced performance choices.

The updated Audi A6, S6, A7 and S7 models will take their design standards to new levels featuring distinctive new LED headlights and a more dynamic stance that will convey even greater road presence. These upgraded A6 and A7 models offer a full range of power choices including:

- An all-new, 2-liter, 4-cylinder engine producing 252 horsepower,
- A new 3-liter, 6-cylinder with 333 horsepower,
- And the phenomenal V8 in the S6 and S7 now generates 450 horsepower.

And these Audis continue to be powerful computing devices with 4G LTE embedded connectivity for up to eight passenger devices, new infotainment options and Gen 2 of the revolutionary Audi modular electronics system.

There is truly no better place for Audi to unveil advances like these and to celebrate the success our brand has registered in America. California is where 20% of all Audis in America are sold. Where four of the top five Audi dealers do business. This is where automotive dreams and trends are born.

- End -

Contact

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Los Angeles Auto Show 2014 | November 19, 2014 | Los Angeles

* 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.



Rupert Stadler
Chairman of the Board of Management of AUDI AG

Speech Audi Press Conference
Los Angeles Auto Show, November 19, 2014

-Check against delivery-

Ladies and Gentlemen,

North America plays a crucial role in our strategy. Among our three main volume regions, we see the biggest competitive leap to be made here. This is why today, we present to you the next generation of the Audi TT Coupe and the TT Roadster. Both models feature a new design and a lot of innovation. We are the first car brand to integrate the new quadcore Tegra 30 chip from NVIDIA. This car also features the 4G cell phone standard and has all the latest Audi connect features installed. The Audi TT also has a brand-new element onboard: the virtual cockpit for driver-centric experience. There couldn't be any better way to focus on exactly the information the driver wants. This is how we imagine user interfaces at Audi to be: intuitive, flexible and in the individual look and feel the driver decides to have.

Information technologies are also the keys to solving challenges in mega cities such as Los Angeles. Commuters spend in total a week per year in traffic jams over here. In other megacities such as Mexico City or Beijing people even waste a month. I think we all agree: Space and time are rare goods. So we have to use both of them much more efficient. With real-time information: Then traffic can spread more evenly in the cities. With more synchronized data. Then changing means of transport becomes easier as well. And with break-through technologies. Our Audi RS 7, driving autonomously at racing speed, is a good example how innovation can increase efficiency and safety. Or think of surfing on the green wave. Our Audi traffic light assistant calculates the perfect speed.

A week ago, we announced the winners of this years' Audi Urban Future Award: Mexico City. They have started a large crowd-based data-sourcing project on mobility. We need more smart cities worldwide that create interfaces to our smart technologies. It's not about adding more and more concrete to the system. Intelligent traffic management will enhance efficiency, sustainability, and our quality of life. This is how we understand our mission at Audi to become the world's premium car brand number one. It's by developing future drive-train technologies, by creating solutions based on innovations, and by bringing together the right people. The Audi TT Roadster you see here is about technology, performance and design. This car is truly a synonym for the Audi brand.

- End -

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Los Angeles Auto Show 2014 | November 19, 2014 | Los Angeles

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

Speech Audi Press Conference
Los Angeles Auto Show, November 19, 2014

-Check against delivery-

Ladies and Gentlemen,

California is the land of pioneering innovation and the perfect place for Audi as the leader in automotive innovation. We have a long-standing and intensive cooperation with the Electronics Research Lab (ERL) in Silicon Valley and the Center of Automotive Research at Stanford University. We have the privilege of working with high-tech companies in the Bay Area to drive future mobility opportunities such as connectivity and piloted driving. One of our most recent successes here in California: the official license to test piloted driving concepts on public highways. This is a very important milestone as we bring latest technology closer to series production and, therefore, closer to the customer.

California is the hotspot for visionary solutions in mobility. At Audi, we share the vision of CO₂-neutral mobility. This is an ambitious goal and we have set up a strategic program to make this mission come true. Starting from now, we will see a large variety of drive-train technologies in parallel:

- highly efficient combustion engines as well as
- a powerful portfolio of electrified vehicles such as hybrids, micro-hybrids and plug-in hybrids,
- battery electric vehicles and,
- in the long term, fuel cell-powered electric vehicles.

Today, we bring you the most forward-looking concept from our R&D team. We are proud to celebrate the world premiere of the Audi A7 Sportback h-tron quattro. “h” stands for “hydrogen”, the chemical element that drives the car. “tron” is the family name for alternative drivetrain models at Audi. As examples, just take the Audi A3 Sportback e-tron, our first plug-in hybrid, or the Audi A3 Sportback g-tron, our e-gas pioneer.

The Audi A7 Sportback h-tron quattro is unique in many regards. Let me give you some details: This 5-door coupé is the first performance fuel cell vehicle. It has an overall system performance of 170 kW or 230 hp and a torque of 540 Nm or 400 lb-ft. It goes from 0 to 100 km/h respectively from 0-60 mph in only 7.8 sec. It reaches a top speed of 180 km/h or 113 mph. This is really outperforming the competition. Important to note: CO₂ emissions per km are zero. That’s what we mean when we talk about CO₂-neutral mobility.

The Audi A7 Sportback h-tron quattro is a fuel cell plug-in electric concept. The plug-in hybrid drive includes a lithium ion battery with 96 cells of 8.8 kWh of capacity and a maximum scope for recuperation.

Los Angeles Auto Show 2014 | November 19, 2014 | Los Angeles

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The fourth- generation fuel cell drive operates with four hydrogen tanks with a total of 130 l capacity. These tanks are made of ultra light-weight materials such as aluminum and carbon fiber.

In terms of technology, the Audi A7 Sportback h-tron quattro is a bold statement for the potential of fuel cells. They allow for long-distance trips without any charging or refill. Another big plus for customers' everyday convenience: Refilling hydrogen takes only three minutes and charging the battery slightly more than two hours.

The Audi A7 Sportback h-tron quattro is a benchmark innovation. That means it is a true Audi. It stands for locally emission-free long-distance mobility and offers a maximum of performance, efficiency and range for everyday use.

Like the Audi A7 Sportback h-tron quattro car is leading in technology, our new concept car is leading in design. Over the years, design has become a powerful carrier of the Audi core values: performance and sportiness, dynamics and emotion, precision engineering and high quality. And the design story carries on.

Today, we are going to show you a true signature car for the Audi brand: The Audi prologue. It's the first car design from Marc Lichte for Audi, a car that brings the worlds of technology and design together. In his role as new Head of Audi design, Marc and his team will come up with ground-breaking design solutions for our products. We are very much looking forward to this concept.

- End -

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Fuel consumption figures of the models named above

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Audi TT Roadster: |

Combined Fuel consumption combined in l/100 km: 7,5 - 4,3
Combined CO₂ emissions in g/km: 174 - 114

Audi TT Coupe: |

Combined Fuel consumption combined in l/100 km: 7,3 - 4,2
Combined CO₂ emissions in g/km: 169 - 110

Audi A3 Sportback e-tron:

Combined fuel consumption in l/100 km: 1,7 - 1,5
Combined electric power consumption in kWh/100km: 12,4 - 11,4
Combined CO₂ emissions in g/km: 39 - 35

Audi A3 Sportback g-tron:

CNG consumption in kg/100km: 3,3 - 3,2
Combined fuel consumption in l/100 km: 5,2 - 5
Combined CO₂ emissions in g/km (CNG): 92 - 88
Combined CO₂ emissions in g/km (fuel): 120 - 115

Audi A6:

Combined fuel consumption in l/100 km: 9,6 - 4,2
Combined CO₂ emissions in g/km: 224 - 109

Audi S6:

Combined fuel consumption in l/100 km: 9,6 - 9,2
Combined CO₂ emissions in g/km: 224 - 214

Audi A7:

Combined fuel consumption in l/100 km: 9,5 - 4,7
Combined CO₂ emissions in g/km: 221 - 122

Audi S7:

Combined fuel consumption in l/100 km: 9,3
Combined CO₂ emissions in g/km: 215

Audi R8:

Combined fuel consumption in l/100 km: 14,9 - 12,4
Combined CO₂ emissions in g/km: 349 - 289