Good ideas from employees: AUDI AG saves approximately €108.6 million in 2017

- Audi Ideas Program sets new record in full-year 2017
- Implementation of 15,000 improvement suggestions from Audi employees

Ingolstadt/Neckarsulm, January 19, 2018 – Record results for the Audi Ideas Program: AUDI AG accepted and implemented approximately 15,000 suggestions for improvements from employees in 2017. This led to savings for the automobile manufacturer at its plants in Ingolstadt and Neckarsulm of approximately €108.6 million last year, which is 23.4 percent more than in the previous year.

Audi places importance on quick and lean processes in its ideas management: Experts from the relevant departments examine the employees’ suggestions at headquarters and decided directly on implementation. An online tool informs the employees about how the process is progressing and ensures maximum transparency. An internal ideas agency accompanies and advises the employees. The Audi employees receive financial rewards from the company for suggestions that are implemented, the amount of which depends on the savings achieved.

“We always encourage our employees to look very closely at their own working area and to question the status quo,” stated Joachim Kraege, Head of Organization and Consulting at AUDI AG, “because the creativity and inventiveness of everyone at Audi are crucial success factors for us.” Klaus Mittermaier, Chairman of the Group Works Council at AUDI AG: “It is our workforce that makes the long-term success of our brand possible. The Audi Ideas Program shows that very clearly. So it’s very important to us as members of the Works Council that our colleagues personally profit from their improvement suggestions.”

Often it is apparently small, unspectacular ideas from one’s own working area that improve processes, avoid waste or make work easier. For example, two auto-mechatronics apprentices had the idea of marking torque-wrench sockets green and red. The color system eases the fitting of the sockets, prevents the wrong use of the tool and therefore saves time.

Thanks to the idea of two employees in engine development, Audi saves approximately €100,000 each year. The two maintenance workers noticed that the ventilation systems in their
buildings were operating day and night. Their suggestion: reducing the fans’ speed when no-one is present. Meanwhile, the ventilation systems are switched on during the week only from 6 a.m. until 10 p.m.

In the area of quality assurance, three employees improved the method of measuring car doors: They reduced the time required to adjust the measuring instruments from 34 to just 18 minutes for each door. As a result, they and their colleagues save 200 working hours each year, in which they can now concentrate on other tasks.

There has been an employee suggestion scheme at Audi for 50 years now, and the Ideas Program has existed in its current form since 1994. The Audi Group has established ideas programs also at its other plants in Europe. In Győr and Brussels, the company implemented more than 10,100 employee suggestions in 2017 and thus saved approximately €33 million.

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 motorcycles of the Ducati brand. In the 2016 fiscal year, AUDI AG achieved total revenue of €59.3 billion and an operating profit of €3.1 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.