



Corporate Communications

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Audi sales continued to grow in February

- **Worldwide around 130,950 deliveries (+4.6%)**
- **China and United States as growth engines**
- **Sales chief Bram Schot: “we keep on expanding our luxury-class”**

Ingolstadt, March 12, 2018 – The brand with the Four Rings handed over around 130,950 premium automobiles worldwide, up 4.6 percent year-on-year. China (+22.4%) and North America (+13.1%) once again substantially boosted sales. With the new Audi A6 which just was unveiled at the Geneva Motor Show, Audi is entering the next phase of the model initiative. Worldwide the Audi Q5 (+26.8%) and Audi’s latest SUV, the Q2 (+38.9%) substantially drove demand. All the Q models account for 37 percent of Audi’s global sales.

“With the new Audi A6 we pushed on our luxury-class portfolio. Now we will start to expand. Later that year we will introduce Q8 and Audi e-tron as two totally new prestigious models,” says Bram Schot, Board Member for Sales and Marketing at AUDI AG.

In **China** across all models, sales rose to 39,364 units, equivalent to an increase of 22.4 percent. The Four Rings performed well with the Audi A4, with demand for the midsize model increasing by 67.6 percent to 9,525 automobiles. Around one in four Chinese Audi customers opted for the long version of the Audi A4 in February.

Besides China, **the United States** once again grew strongly. There, Audi has consistently set new record-breaking figures for the past 86 months. The company sold 15,451 automobiles (+12.4%) in February. The SUV models once again provided important momentum. Demand for the Audi Q3, for instance, increased by 46.1 percent to 1,611 cars, while sales of the Audi Q5 rose by 35.7 percent to 4,469 cars. Since the turn of the year, 56 percent of US Audi customers decided themselves for a sporty off-roader.

In neighboring **Canada**, the double-digit sales growth of the previous months continued without interruption in February, with sales up 21.9 percent to 2,402 units. With a 71.7 percent increase in February, the Audi Q5 in particular substantially boosted sales here too. At the moment one in three cars delivered is a Q5. This model line accounts for an even higher percentage of total volume in Canada than in the United States.



In **North America** as a whole, the Ingolstadt-based automaker closed the past month with sales up 13.1 percent to around 19,000 deliveries.

In **Europe**, around 62,800 automobiles represent a fall of 5.4 percent. Last year, the introduction of the new Audi Q5 helped the Four Rings achieve its best February result ever, with over 29,000 automobiles sold in **Germany**. This February the German domestic market in particular impacted negatively on the sales balance (-10.6% to 25,952 units). Model changeovers of the Audi A1, Q3 and A6 are due this year in key segments.

In Europe's second-largest market, the **United Kingdom**, sales increased 17.4 percent to 6,107 cars. The premium brand achieved substantial gains with the Audi Q5, with sales up 183.6 percent. The Audi Q2 also attracted strong demand as sales soared 107.4 percent. The clear trend toward SUVs is also well established in the UK. Over the past month, one in three Audi models sold in the United Kingdom was a Q model.

Sales AUDI AG	In February			Cumulative		
	2018	2017	Change from 2017	2018	2017	Change from 2017
World	130,950	125,128	+4.6%	280,050	249,096	+12.4%
Europe	62,800	66,426	-5.4%	123,250	128,202	-3.9%
- Germany	25,952	29,017	-10.6%	48,971	51,944	-5.7%
- UK	6,107	5,203	+17.4%	17,917	16,956	+5.7%
- France	4,118	5,248	-21.5%	7,512	9,651	-22.2%
- Italy	6,196	6,125	+1.2%	10,226	11,129	-8.1%
- Spain	5,401	4,949	+9.1%	10,350	9,877	+4.8%
USA	15,451	13,741	+12.4%	29,962	26,942	+11.2%
Mexico	1,144	1,086	+5.3%	2,347	2,197	+6.8%
Brazil	635	630	+0.8%	1,209	1,465	-17.5%
China Mainland + Hong Kong	39,364	32,155	+22.4%	100,239	67,336	+48.9%

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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.