



Corporate Communications

Susanne Killian
Spokeswoman Sales and Marketing
Phone: +49 841 89-715569
E-mail: susanne.killian@audi.de
www.audi-mediacyenter.com

More than 463,000 deliveries worldwide: Audi sets new record for first quarter

- Sales up 9.8 percent between January and March
- Sales chief Bram Schot: “The record-breaking start to the year provides us with important momentum”
- Strongest March ever in China (+30.6%) and North America (+8.3%)

Ingolstadt, April 9, 2018 – New record-breaking figure for the Four Rings: Audi concluded its best first quarter in the company’s history. Between January and March the company sold around 463,800 automobiles worldwide, 9.8 percent more than in the same quarter last year. In particular, the high demand in China (+41.9%) and North America (+10.2%) drove growth in the first three months. In Europe, however, sales since January came in below the record-breaking level from 2017, down 4.7 percent. In March, the company delivered around 183,750 premium automobiles (+6.0%) worldwide.

“The record-breaking start to the year provides us with important momentum. With the Audi A7, A6, A1 and Q3 models, we will be renewing around a quarter of our sales in Europe alone throughout the year,” says Bram Schot, Board Member for Sales and Marketing at AUDI AG.

In **China**, Audi also closed the first quarter successfully. Here the company delivered 154,270 cars since January, an increase of 41.9 percent. In the past month, demand increased by 30.6 percent; the Ingolstadt-based automaker sold more automobiles in China than ever before in the month of March, delivering 54,031 units. The Audi A4 proved an important growth engine. The number of deliveries of the midsize model increased by 86.4 percent year-on-year to more than 13,800 cars. Since the start of the year more than 37,350 Chinese customers received their keys for an Audi A4 (+99.2%). The top seller is following this positive trend worldwide too, achieving growth of 15.3 percent to around 87,850 A4 models delivered in the period January through March.

With sales down 5.8 percent in March, **Europe** is indicative of the complex ramp-up and discontinuation situation of the current model initiative. In **Germany** and the **UK**, Audi’s two largest European markets, deliveries were down on the very strong sales figures from 2017. In the domestic market, the premium brand delivered 28,247 automobiles (-9.0%) in March, which had less selling day than last year. In the UK, sales fell 2.9 percent year-on-year in the past month. In the first quarter, UK sales were on a par with the prior-year level, up 0.1 percent, and performed far more resiliently than the declining overall market. Demand in **Spain** (+11.3%) and **Italy** (+2.8%) also remained positive in the past month. In both markets, customer interest in the Audi Q5 held up since the start of the year. 1,618 Spanish customers (+51.5%) and



2,106 Italian buyers (+131.9%) opted for the SUV in the first quarter. Another positive result: In Austria Audi accomplished premium market leadership regarding car registrations between January and March.

On the **North American continent**, Audi also continued to grow in March, increasing sales by 8.3 percent to around 24,550 cars. With around 61,400 deliveries, the company posted growth of 10.2 percent year-on-year in the region since January. In **Canada** alone, Audi sold 3,404 units in March, continuing its double-digit sales growth of the past few months (+14.0%). Since January, around one in three Canadian Audi customers chose an Audi Q5. **Audi of America** achieved another record-breaking month, with sales up 7.4 percent to 20,090 units. The Q family once again contributed largely to this success. The SUV share in the United States is currently 52 percent, i.e. one out of every two Audi models sold in this market is a Q model. The Audi Q7 is proving popular. In the past month, one out of every three Audi Q7 models delivered went to an American customer. Across all models, cumulative sales are up 9.7 percent in the United States.

Sales AUDI AG	In March			Cumulative		
	2018	2017	Change from 2017	2018	2017	Change from 2017
World	183,750	173,385	+6.0%	463,800	422,481	+9.8%
Europe	92,750	98,445	-5.8%	216,000	226,647	-4.7%
- Germany	28,247	31,024	-9.0%	77,218	82,968	-6.9%
- UK	30,017	30,926	-2.9%	47,934	47,882	+0.1%
- France	5,256	5,806	-9.5%	12,768	15,457	-17.4%
- Italy	6,228	6,061	+2.8%	16,454	17,190	-4.3%
- Spain	5,408	4,860	+11.3%	15,758	14,737	+6.9%
USA	20,090	18,705	+7.4%	50,052	45,647	+9.7%
Mexico	1,068	999	+6.9%	3,415	3,196	+6.9%
Brazil	735	693	+6.1%	1,944	2,158	-9.9%
Chinese mainland + Hong Kong	54,031	41,371	+30.6%	154,270	108,707	+41.9%

- End -

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 2017 fiscal year, AUDI AG achieved total revenue of €60.1 billion and an operating profit of €5.1 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.