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Audi sales grow by 4.5 percent in the first half of the year

- **Worldwide around 949,300 deliveries since January**
- **June demand down 3.8 percent**
- **Interim CEO and Sales chief Bram Schot: “Performed well despite the difficult environment”**

Ingolstadt, July 10, 2018 – AUDI AG delivered around 164,000 premium automobiles to customers in June. As such, sales were down 3.8 percent on the strong result of the same period last year. In the United States, sales of the Four Rings were up 0.3 percent, on a par with the prior-year level. As a result, Audi of America achieved its 90th consecutive record-breaking month. In China, deliveries failed to reach the record-breaking level from 2017 (-7.2%) due to the announced tariff reductions. In Europe too, Audi sales were down 1.8 percent on last year. Worldwide and across all Audi models, deliveries increased by 4.5 percent since the start of the year. Cumulative sales total around 949,300 units.

“Despite the difficult environment, we performed well thanks to the positive development in Asia and North America in the first half of the year,” says Bram Schot, interim CEO and Board Member for Sales and Marketing at AUDI AG. “We expect a challenging, but also exciting second half of the year with further model changeovers and the presentation of our first all-electric model, the Audi e-tron.”

In the **United States**, the number of deliveries in June was up 0.3 percent, on a par with the prior-year level. With 19,471 units sold the past month marks the 90th consecutive record-breaking month for Audi of America. The company has continued to grow month after month and since the start of the year has delivered 107,942 automobiles, 4.8 percent more than in the same period in 2017. In **Canada** (+0.1%) too, the number of deliveries in June was on a par with the prior-year level: 3,859 customers took delivery of their new Audi in the country. Overall, sales in **North America** fell 0.5 percent in the past month. The sales balance for the first six months remains strong, however: In the first half of the year, the premium manufacturer increased its sales in North America by 5.3 percent to around 135,000 customers.



In **China**, 306,590 cumulative deliveries since January exceed the prior-year reference figure by 20.3 percent. In June, Audi delivered 48,177 automobiles, down 7.2 percent on the 2017 figure. The Chinese government's announcement of a reduction in tariffs on some cars and certain car parts meant customers were reluctant to buy a new car. The brand achieved substantial growth with the Audi A4L (+29.1% to 12,763 cars). In the first six months, sales of this midsize model were up 65.1 percent year-on-year. Since the start of the year, around one in four Chinese customers opted for the long version of the A4. With 74,741 cars sold, the model is the best-selling Audi in the Middle Kingdom in the year to date.

In **Europe**, demand in June fell 1.8 percent year-on-year to around 78,750 cars. Cumulative sales in the region of around 439,450 units were down 4.2 percent at the mid-year point. As part of the model initiative, Audi will be replacing models in Europe in 2018 that account for around a third of its total sales. While the newly launched Audi A7 (+41.7%) and A8 (+21.3%) models achieved high growth in the first half of the year, the imminent generation changeover of the A6 in particular, as a popular Audi model for fleet customers, continued to dampen the sales figures in Europe (-10.2%). The market launch of the A6 Sedan is imminent, while the new A6 Avant will be available at European dealers in late summer.

In **Germany**, 27,603 customer deliveries in June represented a fall of 2.5 percent. In the **United Kingdom**, Europe's second-largest market, Audi sold 14,502 automobiles last month (-4.7%). In the year to date, sales in the UK (-0.9% to 89,232 units) are only down slightly on the strong prior-year figure.

Among the other European core markets, **Spain** (+8.6% to 5,662 cars) and **Italy** (+6.8% to 6,765 cars) in particular reported growth for the month of June. In cumulative terms, Italy was also among the most successful European export markets in the first half of the year (+1.5% to 35,523 cars), followed by Spain with 31,505 deliveries (+4.1%).

The Audi Q2 generated important momentum for European sales. With an increase in sales of 7.8 percent and around 45,950 units sold in the first six months, it is the third most popular model among European Audi customers.



Sales AUDI AG	In June			Cumulative		
	2018	2017	Change from 2017	2018	2017	Change from 2017
World	164,000	170,547	-3.8%	949,300	908,683	+4.5%
Europe	78,750	80,213	-1.8%	439,450	458,645	-4.2%
- Germany	27,603	28,323	-2.5%	157,091	167,620	-6.3%
- UK	14,502	15,218	-4.7%	89,232	90,004	-0.9%
- France	5,837	6,076	-3.9%	28,607	33,162	-13.7%
- Italy	6,765	6,336	+6.8%	35,523	35,012	+1.5%
- Spain	5,662	5,214	+8.6%	31,505	30,274	+4.1%
USA	19,471	19,416	+0.3%	107,942	102,971	+4.8%
Mexico	1,188	1,379	-13.9%	6,943	6,980	-0.5%
Brazil	878	811	+8.3%	4,351	4,457	-2.4%
Chinese mainland + Hong Kong	48,177	51,900	-7.2%	306,590	254,785	+20.3%

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.