

Communications AUDI HUNGARIA Zrt.

Péter Lőre
Phone: +36 96 661265
E-mail: peter.lore@audi.hu
www.audi.hu

Site Communications

Joachim Cordshagen
Phone: +49 841 89 36340
E-mail: joachim.cordshagen@audi.de
www.audi-mediacyenter.com

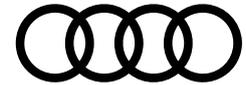
Audi celebrates 25-year success story in Hungary

- Győr plant produces the new Audi Q3 and in the future, cars with electric drive as well
- Bram Schot, Interim CEO of AUDI AG: “Audi Hungaria strengthens our competitiveness as a competence center in Audi’s global production network”
- Achim Heinfling, Managing Director of Audi Hungaria: “We have developed into the world’s biggest engine factory and one of the most innovative automobile plants”

Győr, September 20, 2018 – Audi Hungaria is celebrating its 25th anniversary in 2018. At the anniversary event today, Thursday, Péter Szijjártó, Hungarian Minister of Foreign Trade and Foreign Affairs, Zsolt Borkai, Lord Mayor of the City of Győr, Bram Schot, Interim Chairman of the Board of Management of AUDI AG, and Achim Heinfling, Managing Director of AUDI HUNGARIA Zrt., paid tribute to their shared successes and Audi’s pioneering role in the Hungarian automotive industry. At this event, the company presented the new Audi Q3 to the Hungarian public for the first time.

“Audi Hungaria is a key pillar of our Group and at the same time the largest investor and employer in the Hungarian automotive industry,” stated Bram Schot, Interim CEO of AUDI AG. “Our guiding principle is electrification: By 2025, we will offer our customers an electrified version in every Audi model series. Audi Hungaria will also produce cars with electric drive in the future.”

Audi Hungaria was founded in 1993 and started producing four-cylinder five-valve engines. In the following years, the company continuously expanded its activities: In addition to engines, automobile production was added in Győr in 1998, starting with the legendary Audi TT Coupe. Today, the Hungarian Audi subsidiary produces up to 9,000 engines and 700 cars per day on an area of more than five million square meters. It also operates one of the largest toolmaking facilities in Central Europe. Around 400 experts are working on development projects in the Technical Development department there.



“What we have achieved together over the past 25 years gives us the power for a successful future,” said Achim Heinfling, Managing Director of AUDI HUNGARIA Zrt. “Audi Hungaria has always demonstrated its competence, efficiency and flexibility. We will continue our success story with our high-tech products and thanks to the dedicated work of our highly qualified employees.”

Since 1993, Audi Hungaria has produced more than 34 million engines and approximately 1.21 million automobiles. A total of about 12,900 employees work at the Győr site. Through its service providers and suppliers, Audi Hungaria secures jobs for a total of more than 30,000 people in Hungary. This makes the company the biggest employer in the Hungarian automotive industry. In the past 25 years, the company has invested more than €8.9 billion. The number of Hungarian series suppliers is increasing from year to year: Audi Hungaria currently works with more than 90 Hungarian suppliers.

The company is preparing itself for the future and is consistently focusing on electrification and digitization: The production of electric motors started in Győr in July. Audi Hungaria is thus expanding its range of drive systems with the addition of electric motors to the continuously improved gasoline and diesel engines and the engines running on compressed natural gas (CNG). And in its anniversary year, Audi Hungaria will now become the lead plant for electric drive systems in the Audi Group. A new assembly concept, modular assembly, ensures even greater flexibility and efficiency in the production of electric motors.

A few weeks ago, Audi Hungaria also started series production of the first SUV manufactured in Győr: The new generation of the Audi Q3 is the fifth model for the Hungarian plant. Together with the Audi A3 Sedan and Cabriolet, Audi TT Coupe and Roadster, Audi Hungaria produces the Q3 on the same assembly line and with full manufacturing depth. As early as next year, the Győr location will begin production of another SUV model, thus underscoring its future viability and competitiveness.

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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 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.