



Corporate Communications

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Offer for the future: Audi offers customers a new environmental and exchange incentive

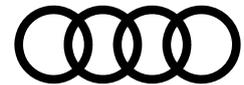
- **Renewed Germany-wide environmental bonus for diesel cars with Euro 1 to Euro 4 emission standards**
- **Change incentive for owners of diesel models with Euro 4 and Euro 5 in 14 particularly polluted cities**
- **Price advantage staggered according to model; immediate start of exchange programs for the manufacturer's new cars and young used cars**

Ingolstadt, October 18, 2018 – Offer for the future for diesel drivers: Audi is renewing the fleet of vehicles on the roads and thus supporting the package of measures to improve air quality. Customers who replace their existing diesel vehicle with the Euro 1 to Euro 4 emission standards will receive a price incentive on their new car. This incentive is staggered depending on the model and amounts to between 3,000 and 10,000 euros. Audi is also offering a new exchange incentive for customers in 14 German cities and the neighboring rural districts. It is paid out when a Euro 4 or Euro 5 car is traded in and amounts to up to 9,000 euros.

No matter which model or which brand: Every owner of a diesel car with the Euro 1 to Euro 4 emissions standard can benefit from the environmental bonus at Audi. If the customer chooses a new Audi with the Euro 6 standard, he or she receives a price advantage of up to 10,000 euros, depending on the model. This bonus is valid throughout Germany. The old vehicle will be deregistered and scrapped.

Alternatively, Audi is making a new offer to owners of diesel vehicles in 14 German cities and neighboring rural districts with heavily polluted air quality with the change incentive. Diesel owners receive the bonus when they trade in a car with the Euro 4 or Euro 5 emission standard. The price incentive depends on the model and amounts to up to 9,000 euros. It is planned that the eligible customers will soon receive a letter from the Federal Motor Transport Authority entitling them to take advantage of the offers from the participating retailers.

Both exchange programs apply to the changeover to new cars and young used cars from Audi, regardless of their drive system, whether diesel, gasoline or all-electric. For young used cars, the incentive is 75 percent of the new-car incentive. Customers can take advantage of the price incentive through their Audi dealers as of now.



Questions about the terms and conditions of the environmental and exchange incentive can be answered by Audi Customer Service (E-mail: kundenbetreuung@audi.de).

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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.