



Corporate Communications

Kathrin Feigl

Press Spokeswoman Production and Logistics

Phone: +49 841 89 45751

E-mail: kathrin.feigl@audi.de

www.audi-mediaservices.com

Silver jubilee: Audi A4 celebrates its 25th birthday

- **Successful model in its fifth generation**
- **Plant Director Albert Mayer: “The Audi A4 symbolizes our brand and our plant”**
- **More than 7.5 million units produced worldwide**

Ingolstadt, May 7, 2019 – Audi is celebrating a major production anniversary in the premium mid-size segment: 25 years ago, the first Audi A4 drove off the assembly line in Ingolstadt. Since then, the brand with the Four Rings has produced more than 7.5 million units of the model. A quarter of a century after its birth, demand is unabated for the Audi A4, now in its fifth generation. With 344,586 units sold in 2018, the A4 is the world’s most popular model of the Four Rings. Approximately every fifth Audi delivered worldwide today comes from this series.

The Audi A4 set new standards when it went into production in 1994 as the successor to the Audi 80 series. With its elegance, sportiness and comfort, it quickly impressed customers all over the world. The model became a bestseller in its first full year of production in 1995, when more than 272,052 units drove off the production line. And today, the model continues to launch highlights in its class with numerous driver-assistance systems. “For a quarter of a century now, the Audi A4 has symbolized the Four Rings like no other model. It stands for cutting-edge technology in the premium mid-range, as well as for innovative production technologies at the highest level,” said Albert Mayer, Plant Director at Audi’s site in Ingolstadt. “The Audi A4 is a key pillar of the Ingolstadt plant in particular. Our employees’ tireless commitment and passion for our brand have been and continue to be the driving force behind the impressive success story of the A4.”

Peter Mosch, Chairman of the Group Labor Council at AUDI AG: “The A4 is a symbol of the Audi brand’s success. Our colleagues have made this possible over the past 25 years with a lot of dedication and commitment. This is a great achievement of which we members of the Works Council are very proud, and upon which I would like to congratulate everyone involved.”

Demand for the Audi A4 is unabated in what is now (since 2015) the fifth generation. Customers from China, Germany and the United States, most frequently decide on an Audi of the A4 series. In 2018, about one in five cars delivered by Audi in the German market came from this series. The most popular Audi model in China is the long-wheelbase A4, which is produced especially for the Chinese market.



With a total production to date of more than 7.5 million units the A4 is the most successful Audi model of all time. Since the launch of the fourth A4 generation in 2007, Audi's two main plants in Germany – Ingolstadt and Neckarsulm – have shared production of the A4 via the so-called production turntable system. Audi manufactures the model also in Asia for the local markets there: in Changchun, China, and in Aurangabad, India.

- 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 18 locations in 13 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 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 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.
