



Corporate Communications

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Four Rings opens largest Audi Center in Scandinavia

- **State-of-the-art digital showroom with Customer Private Lounge**
- **6,500 square meters of space for a special customer experience**
- **Sales chief Hildegard Wortmann: “Dealerships are and remain the backbone of our business”**

Kista/Sweden, September 26, 2019 – Together with Swedish dealer Din Bil in Kista, Audi has opened one of the most modern and largest Audi Centers in Scandinavia. With a digital Customer Private Lounge, state-of-the-art workstations and a flexible building, the Audi Center Kista is optimally prepared for the future. It places the customer even more squarely center stage in line with the new Audi strategy “Consistently customer.”

The Audi Center Kista, located in northwest Stockholm, provides customers and prospects with numerous experiences: One of the largest digital showrooms in Scandinavia with multiple options for charging electric cars or the Customer Private Lounge as a comfortable consulting suite in the style of an exclusive bespoke studio. Here the personalized Audi dream car can be displayed in a true-to-original 360° view. Hildegard Wortmann, Member of the Board of Management for Sales and Marketing at AUDI AG: “Dealerships are and remain the backbone of our business. Particularly with new technologies, our dealers are the central point of contact for customers. With state-of-the-art Audi Centers like our newest in Kista we are driving forward future-oriented topics like electrification and digitalization together with our partners and are bringing them to life for our customers.” Together with Jens Wetterfors, CEO Din Bil Sweden, and Johannes Sieberer, Porsche Holding GmbH, Wortmann opened the new 6,500 square meter building in the heart of Stockholm’s IT hub. The Din Bil Sweden Group operates the Audi Center Kista, which is owned by Porsche Holding GmbH.

The staff, that all moved from the old Järva Krog location to Kista, will also have their own highlights: Rooms flooded with light, state-of-the-art workstations and a service workshop geared optimally to employee needs with plenty of daylight. And the planning of the building is also future-oriented: This high-volume Audi dealership in the Swedish capital plans to deliver 1,400 new cars in 2020. The building can also be extended where necessary, making it ideally prepared for the new and used car markets.



Sweden ranks among the lead markets in Europe for electric mobility and is therefore an important core market for the Audi e-tron*, with deliveries here already totaling around 500 units. Porsche Holding, Din Bil and AUDI AG have also prepared the Audi Center Kista for new electric vehicles. These can be charged quickly and easily at charging points offering a total capacity of 800 amperes.

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***Fuel consumption Audi e-tron:**

Combined electric power consumption in kWh/100 km (62.1 mi): 26.2 - 22.6 (WLTP);

24.6 - 23.7 (NEFZ) CO₂ emissions combined in g/km (g/mi): 0

(Information on fuel/electricity consumption and CO₂ emissions in ranges depending on the equipment and accessories of the car.)

The indicated consumption and emissions values were determined according to the legally specified measuring methods. Since September 1, 2017, type approval for certain new vehicles has been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Beginning September 1, 2018, the WLTP will gradually replace the New European Driving Cycle (NEDC). Due to the realistic test conditions, the fuel consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. Vehicle taxation could change accordingly as of September 1, 2018. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp.

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer. They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electrical consumption, CO₂ emissions and performance figures. Fuel consumption and CO₂ emissions figures given in ranges depend on the tires/wheels used and chosen equipment level.

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the "Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models," which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).

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 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 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.
