

Audi in China

Fact & Figures (as of December 31, 2022)

- Founded: 2009
- Total sales Chinese market 2022: 642,548 vehicles (incl. Hong Kong)
- Total production (2022): 606,252 automobiles
- President: Dr. Jürgen Unser
- Employees: over 600
- Good to know: Audi was the first foreign manufacturer in the premium segment with local production in China.

Current model series in China

Audi A3 Sportback*, Audi A3 L Limousine, Audi A4 L, Audi A4 Allroad, Audi A4 Avant, Audi RS4 Avant, Audi A5 Sportback, Audi A5 Coupé, Audi A5 Cabrio, Audi RS5 Sportback, Audi RS5 Coupé, Audi A6 L, Audi A6 Avant, Audi A6 Allroad, Audi RS6 Avant, Audi A7 L, Audi A7 Sportback*, Audi RS7 Sportback, Audi A8 L, Audi A8 L Horch, Audi Q2 L, Audi Q2 L e-tron, Audi Q3, Audi Q3 Sportback*, Audi Q5 L, Audi Q5 L Sportback, Audi Q6 Roadjet, Audi Q7, Audi Q8, Audi RSQ8, Audi e-tron*, Audi Q4 e-tron*, Audi Q5 e-tron, Audi R8, Audi e-tron GT*, Audi RS e-tron GT

Profile of Audi in China

The Chinese market has special strategic importance for Audi. That's why Audi cooperates with two partners to produce locally in addition to developing market-specific technologies and managing sales of its vehicles directly in the market. AUDI AG is represented in the world's largest single market with the subsidiary Audi China in Beijing, with the joint venture FAW-Volkswagen with headquarters in Changchun, and since 2021 with SAIC Volkswagen in Shanghai. As a result of the two-partner strategy implemented in 2021, Audi possesses its largest model portfolio in China to date. With the Audi FAW NEV Company, Audi is laying important groundwork for expansion of the local e-product portfolio and is building a new production plant for all-electric Audi models based on the PPE platform.

The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

Audi in the Chinese market

The history of Audi in China goes back a long way: the company has had a presence there for more than 30 years. In 1988, it began its cooperation with the Chinese automaker First Automotive Works (FAW). As such, Audi was the first foreign premium manufacturer in the market and also the first to adapt its product portfolio to the specific needs of Chinese customers, such as by offering Audi models with extended wheelbases.

AUDI AG is represented in Beijing with its 100%-owned subsidiary, Audi China. More than 600 employees at Audi China coordinate the cooperation between AUDI AG and their partners, the joint venture FAW-Volkswagen with head office in Changchun and – since 2021 – SAIC Volkswagen in Anting (Shanghai). With its two partners, Audi manufactures vehicles at a total of six locations: Changchun, Foshan, Tianjin, Qingdao, and Anting (Shanghai), and Ningbo.

One of the main focuses of the company is on the intensification of local research and development activities in order to offer market-specific technologies and products for the Chinese market. Audi China R&D develops models, products, and technologies that are specifically adapted to local customer requirements. Audi places particular emphasis here on developing electronics, advanced driver assistance systems, market-specific connectivity features, and extended smart-cockpit features, i.e., intelligent operating and comfort functionalities. To integrate technologies and services from the digital Chinese ecosystem into its vehicles, Audi also enters joint ventures with Chinese tech corporations.

In 2022, the brand with the four rings delivered 642,548 cars in China (Chinese market including Hong Kong).

Audi production locations

As the first premium manufacturer in the market, Audi was quick to embrace local production of market-specific models and brought innovative automotive and manufacturing technologies to China.

Audi models are currently being manufactured at a total of six locations belonging to the two partners, FAW and SAIC: Changchun, Foshan, Tianjin, Qingdao, Anting (Shanghai), and Ningbo – with a production capacity at present of over 600,000 vehicles. With the construction of a new production site for all-electric models, Audi is expanding its capacities by a further 150,000-plus cars in the lead-up to the planned start of production at the end of 2024.

Automobile production in the joint venture with FAW-Volkswagen in **Changchun** city in northeastern China encompasses the four principal areas of car manufacturing: pressing, body construction, paintwork, and assembly.

With the establishment of the **Audi FAW NEV Company Ltd.**, a state-of-the-art manufacturing facility is also being built in **Changchun** for all-electric Audi models. The plant is being constructed on a site of around 150 hectares and, as the newest production facility, it is setting new standards in terms of digitalization, efficiency, and sustainability. A central IT system that also includes the neighboring supplier park helps in efficiently controlling and monitoring all production steps. The cross-site environmental program Mission:Zero sets the parameters for sustainability, ensuring vehicle production will be net carbon neutral. With an annual capacity of more than 150,000 vehicles, the new location will make a key contribution to the further electrification of the Audi product portfolio in China. From late 2024, its production lines will be turning out mid- and top-range electric models based on the PPE (Premium Platform Electric) platform. The Audi FAW NEV Company is the first joint venture with a majority Audi holding in China.

Finished at the end of 2013, the FAW-Volkswagen plant in the southern Chinese city of **Foshan** manufactures the Audi A3 Sportback*, the Audi A3 L Sedan, and the Audi Q2 L based on the MQB platform. The electric Audi Q2 L e-tron has also been rolling off the production line in Foshan since 2019.

Meanwhile, the Audi Q3 and the Audi Q3 Sportback* are manufactured at a plant in **Tianjin** in northern China, which opened in 2018.

At **Tianjin**, the Audi transmission plant has also been manufacturing 7-gear S tronic transmissions at Volkswagen Automatic Transmission (Tianjin) Corporation Ltd. (VWATJ) for the locally produced Audi A4 L, Audi A6 L, and Audi Q5 L models since 2016.

Qingdao is the youngest location in the production network of FAW-Volkswagen. Opened in 2018, the plant is situated in Jimo, around 60 kilometers from Qingdao. In addition to automobile production, the plant also possesses manufacturing facilities for high-voltage batteries.

Alongside cars from other Group brands, Chinese partner SAIC manufactures Audi models at two of its plants in **Anting (Shanghai)**. The plant where the Audi A7 L is manufactured covers a total of 448,900 square meters (536,900 sq yd). The manufacturing facility for electric vehicles in Anting has been making an all-electric Audi model exclusively for China in the form of the Audi Q5 e-tron. On a total area of 406,000 square meters (485,600 sq yd), the electric vehicle plant includes production areas such as press shop, body construction, paint shop, final assembly line, and a battery assembly facility.

SAIC manufactures the Audi Q6 Roadjet in Ningbo. The **Ningbo** plant is located in a developing area located on Hangzhou Bay. It has a press shop, body construction, paint shop, and assembly hall as well as a technology center, training center, and energy center.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

Electrification in China

Audi and FAW jointly manufacture the all-electric Audi e-tron*, Audi Q2 L e-tron, and plug-in hybrid Audi A6 L TFSIe models. In 2022, Audi will expand its portfolio of battery electric vehicles (BEVs) to include the Audi Q4 e-tron*, which will also be manufactured on site, and the Audi e-tron GT quattro*, which will be imported. Together with its partner SAIC, Audi is offering the

Q5 e-tron as a market-exclusive model. As the next step in its electrification strategy, the Audi FAW NEV Company in Changchun will manufacture all-electric medium- and top-range models based on the Premium Platform Electric (PPE). Following completion of the new plant in late 2024, three market-specific models from the Audi A6 e-tron and Audi Q6 e-tron ranges will be made there initially.

To promote the rapid development of a nationwide charging infrastructure, Audi is relying in part on brand-exclusive quick-charging stations, the Audi Charging Stations. In this way, Audi is building a nationwide high-power charging (HPC) network with a top charging power of up to 360 kW. The first charging stations went into operation at the end of 2022. The rollout of more than 600 charging points is planned by the end of 2023. For maximum convenience, the charging stations feature Plug and Charge, which starts charging automatically with no need for app or map verification. Customers can also reserve the charging points, which are integrated in the e-tron models' route planner, in advance via the myAudi app.

In addition, the brand with the four rings is cooperating with other automotive companies via a third-party charging network operator. Through the joint venture CAMS New Energy Technology Corporation Ltd. (CAMS), in which Volkswagen also has a stake, Audi currently offers its customers over 1,000 quick-charging stations with more than 9,000 charging points for public charging in 140 Chinese cities; the number of CAMS charging points is slated to double by 2025.

Partnerships in sales, marketing, service

With the foundation of the FAW Audi Sales Company, Audi has been consolidating its sales activities in China in Hangzhou in the southeast of the country since the end of 2022. This makes Hangzhou, a dynamic and innovative metropolis with a population of ten million, another attractive Audi location in China. The FAW Audi Sales Company employs around 800 people.

As of December 2022, Audi is represented in China with a total of 752 dealerships. FAW Audi has more than 630 dealerships. SAIC Audi, which is continuously expanding its presence in China, currently operates more than 100 showrooms. Together with partner SAIC, Audi set up pop-up stores and Audi Urban Showrooms in inner-city locations, which SAIC Audi models being serviced via the existing FAW Audi dealership and service network. Furthermore, a House of Progress was opened in Shanghai in January 2022 as a central brand experience center.

In addition to models that Audi produces locally, nearly 30 other models are available in China as imports.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

Research and development

Since 2013, Audi has relied on its own local development team in China, which develops market-specific models and technologies.

Audi is continuously intensifying its development activities in China with a clear product and technology roadmap. The company has embraced an ‘in China, for China’ approach here. At the end of 2022, the Audi China development team moved into a new development center in Beijing, the Audi China Building. Located in the Chinese capital’s northern Central Business District, the 6,000-square-meter (7,175 sq yd) building houses a design studio, an electronics development laboratory, and predevelopment workshops, among other things. In the development of future technologies, Audi China R&D is investing systematically in the following areas: smart cockpits, local adaptation, and market-specific contents of new electronics architectures, China-specific driver assistance systems and automated driving systems, customized connectivity offerings, and local homologation. In addition, Audi uses synergies within the VW Group in China and works with the corporation-wide Hub CARIAD software hub.

In the areas of connectivity and infotainment in particular, Audi is expanding its cooperation with local tech companies and start-ups. To this end, Audi China R&D is collaborating with leading Chinese tech companies, such as Tencent for integration of WeChat into Audi models. The Android-based open service platform seamlessly integrates apps and WeChat mini-programs into the MMI and allows third-party providers to develop customized WeChat mini-programs for the Audi MMI.

Environmental and social commitment

Sustainability

Sustainability is a major priority for Audi in China. As part of the Volkswagen Group, the company is continuously improving its energy efficiency in China by expanding the use of renewable energy in its manufacturing facilities and reducing emissions throughout the value chain by various means

The future production plant for electric models of the Audi FAW NEV Company in **Changchun** will set new standards in efficiency and sustainability. As part of Audi's company-wide environmental program “Mission Zero,” Audi is pursuing sustainable and environmentally friendly manufacturing, with the goal of carbon-neutral automobile production. A significant proportion of the building’s energy supply will be generated in-house, among other sources via photovoltaic systems on the roofs of the plant.

Also at the Changchun location, the new Q-Factory production site for Audi SUV models was commissioned in 2018. It is equipped with state-of-the-art technologies, including the EcoDryScrubber dry separation system employed in the paint shop.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

Investments have also been made in resource conservation in existing buildings, for example into the use of residual heat and a more efficient dryer in the paint shop. As a result of the various energy efficiency measures, around 100,000 metric tons of CO₂ are saved at the Changchun site every year.

The factory in **Foshan** was also built according to environmental precepts, employing technologies such as heat recovery, a closed process water circuit, and integrated recycling. A ten-megawatt solar power system was installed on the factory roofs back in 2015.

Since 2017, the ultra-modern E-Cube paint separation technique has been used at the paint shop in **Foshan**, which significantly reduces energy demand and water consumption compared to conventional methods. At the pressing plant, modern, electrically operated servo presses are used, which reduce oil consumption and machine wear. As a result of these and other measures, Audi saves some 26,500 metric tons of CO₂ at Foshan every year.

With its CSR strategy, Audi China is also committed to environmental protection. As part of the Volkswagen Group's Green Belt Initiative, the company is participating in the planting of 2.1 million trees at ten locations between 2021 and 2030.

History

1988	<p>On August 13, AUDI AG and First Automotive Works (FAW) sign the agreements for the manufacture under license of the Audi 100 in Changchun.</p> <p>Start of assembly of Audi 100 from imported parts kits at FAW plant and establishment of service network.</p>
1995	<p>Audi acquires 10-percent share in FAW-Volkswagen joint venture, which was founded in 1991. FAW has 60 percent holding, Volkswagen 30 percent.</p>
1996	<p>Start of production of Audi 200 (an adapted Audi 100 with V6 engine) in FAW-Volkswagen joint venture.</p>
1999	<p>Start of production of Audi A6 in China. Specially developed for China, the model has an extended wheelbase.</p>
2003	<p>Market launch of Audi A4 manufactured in Changchun.</p>

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

2005	Market entry of next generation of Audi A6. The long version manufactured in China is given the new name of Audi A6 L.
2006	Foundation of Audi Sales Division (ASD) as independent marketing and sales department in FAW-Volkswagen joint venture.
2009	Market launch of Audi A4 L, the first long version of a premium automobile in the upper mid-range category. Foundation of Audi China in Beijing as 100% subsidiary of AUDI AG.
2010	Market launch of Audi Q5 manufactured in Changchun. In October, Audi and FAW-Volkswagen celebrate the delivery of the millionth Audi in China.
2012	Market launch of next generation of Audi A6 L.
2013	Opening of Audi City Beijing and Audi China R&D. Market launch of Audi Q3 manufactured in Changchun. 25 years of Audi in China. Delivery of two millionth Audi in China.
2014	Market launch of the Audi A3 Sportback* and Audi A3 Sedan* models manufactured in Foshan.
2015	Delivery of three millionth Audi in China. With the imported Audi A3 e-tron, the e-tron era dawns in China. Keynote by Audi at first CES Asia in Shanghai.
2016	Market launch of next generation of Audi A4 L. First Chinese brand summit in Shanghai. Start of production of first locally produced PHEV model, the Audi A6 L e-tron. Inauguration of first local Audi gear works in Tianjin.
2017	Market launch of Audi Q7 e-tron (import). Launch of Audi on demand+ in Beijing.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*



2018	<p>Receipt of two test licenses for highly automated driving (Level 4) in Wuxi and Beijing.</p> <p>Launch of locally manufactured Audi Q2 L.</p> <p>Launch of Audi Q5 with extended wheelbase.</p> <p>World premiere of Audi Q8 in Shenzhen.</p> <p>Inauguration of Q-Factory in Changchun.</p>
2019	<p>World premiere of Audi AI:ME concept at Auto Shanghai.</p> <p>World premiere of China-specific generation of Audi connect.</p> <p>Launch of Audi e-tron* (imported).</p> <p>Launch of locally manufactured new Audi Q3.</p> <p>Launch of locally manufactured new Audi A6 L.</p> <p>Launch of locally manufactured Audi Q2 L e-tron.</p>
2020	<p>Delivery of six millionth Audi in China.</p> <p>Start of local production of Audi e-tron*.</p> <p>Annual sales exceed 700,000 vehicles for first time.</p> <p>Foundation of Audi FAW NEV Company Ltd.</p>
2021	<p>Launch of two-partner strategy with new partner SAIC and complementary model portfolio to the cooperation with FAW and existing model portfolio.</p> <p>Delivery of seven millionth Audi in China.</p> <p>Opening of first Audi Urban Showroom with partner SAIC.</p> <p>Start of production of Audi A7 L and Audi Q5 Roadjet e-tron at SAIC location in Anting (Shanghai).</p> <p>Start of production of Audi Q4 e-tron* with FAW in Foshan.</p> <p>Demonstration of development testing of Level 4 automated driving on public roads using 5G technology in Wuxi.</p>
2022	<p>Groundbreaking ceremony for new production site in Changchun. With construction set to finish by the end of 2024, this will be the first automotive plant in China where only all-electric Audi models roll off the line.</p> <p>Relocation of Audi China development team to new development center, the Audi China Building.</p> <p>Market launch of electric models Q5 Roadjet e-tron, Q4 e-tron, and RS e-tron GT. Construction of a brand-owned quick-charging network and commissioning of the first HPC stations: Audi Charging Stations.</p>

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

Audi production in Changchun

FAW-Volkswagen Automotive Company Ltd.

Founded: 1988

Plant manager: Gao Dawei, Jörg Menges

Models: Audi A4 L, Audi A6 L, Audi A6 L e-tron, Audi Q5 L, Audi e-tron*

Production (2022): 409,930 vehicles

Audi production in Foshan

FAW-Volkswagen Automotive Company Ltd.

Founded: 2013

Plant manager: Wang Wei, Holger Nestler

Models: Audi Q2 L, Audi Q2 L e-tron, Audi Q4 e-tron

Production (2022): 37,912 vehicles

Audi production in Tianjin

FAW-Volkswagen Automotive Company Ltd.

Founded: 2018

Plant manager: Johannes Marschall

Models: Audi Q3, Audi Q3 Sportback*

Production (2022): 77,022 vehicles

Audi production in Qingdao

Location: FAW-Volkswagen Automotive Company Ltd.

Founded: 2018

Plant manager: Bruno Torres

Models: Audi A3 Sportback*, Audi A3 L Sedan

Production (2022): 69,785 vehicles

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

Audi production in Anting (Shanghai)

SAIC Volkswagen Automotive Company Ltd.

Founded: 2021 (start of production of Audi A7L: September 2021)

Plant manager: Chen Jianfeng, Xu Zhiqin

Models: Audi A7 L, Audi Q5 e-tron

Audi production in Ningbo

SAIC Volkswagen Automotive Company Ltd.

Models: Audi Q6 Roadjet



Communication Audi China

Dr. Michael Wilkes
Head of Corporate Communications
of Audi China
Tel.: + 86 10 6531 5242
E-mail: michael.wilkes@audi.com.cn

Communication Audi China

Andrea Seltmann
Spokesperson China
Tel.: + 49 841 89 55550
E-mail: andrea.seltmann@audi.de

Corporate Communications

Sebastian Schalk
Spokesperson Production, Logistics and China sites
Tel.: + 49 152 32748249
E-mail: sebastian.schalk@audi.com
www.audi-mediacycenter.com



The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 22 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2022, the Audi Group delivered 1.61 million Audi vehicles, 15,174 Bentley vehicles, 9,233 Lamborghini vehicles, and 61,562 Ducati motorcycles to customers. In the 2022 fiscal year, AUDI Group achieved a total revenue of €61.8 billion and an operating profit of €7.6 billion. Worldwide, more than 87,000 people worked for the Audi Group in 2022, over 54,000 of them at AUDI AG in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.

Fuel/electric power consumption and emissions values of the models named above**

Audi e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 26.1 – 21.0 (WLTP); 24.3 – 20.9 (NEFZ);
combined CO₂ emissions in g/km: 0

Audi e-tron Sportback

Combined electric power consumption in kWh/100 km (62.1 mi): 25.9–21.0 (WLTP); 24.0–20.9 (NEFZ);
combined CO₂ emissions in g/km: 0

Audi e-tron GT quattro

Combined electric power consumption in kWh/100 km (62.1 mi): 21.8 – 19.9 (WLTP); 19.6 – 18.8 (NEFZ);
combined CO₂ emissions in g/km: 0

Audi Q4 e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 21.4 – 17.0 (WLTP); 18.3 – 15.2 (NEFZ);
combined CO₂ emissions in g/km: 0

Audi Q3 Sportback

Combined fuel consumption in l/100 km: 7.5–4.5 (31.4 - 52,3 US mpg);
combined CO₂ emissions in g/km: 172–119 (276.8–191.5 g/mi)

Audi A3 Sportback

Combined fuel consumption in l/100 km: 6,8–3,9 (34.6 – 60.3 US mpg);
combined CO₂ emissions in g/km: 155–99 (149,4–159.3 g/mi)

Audi A3 Sedan

Combined fuel consumption in l/100 km: 6,6–3,8 (35,6 – 61.9 US mpg);
combined CO₂ emissions in g/km: 152–97 (244.6–156.1 g/mi)

Audi A7 Sportback

Combined fuel consumption in l/100 km: 7.7-4.4 (30.5–53.5 US mpg);
combined CO₂ emissions in g/km: 176–117 (283.2–188.3 g/mi)

***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. Since September 1, 2018, the WLTP has gradually replaced the New European Driving Cycle (NEDC). Due to the more realistic test conditions, the consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. 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 electric power consumption, CO₂ emissions and performance figures.

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 collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*