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Dual education in Italy: Successful start for social project of Audi subsidiaries

- “DESI”-qualifications for 48 trainees for a secure future
- Young people start their practical training in three occupations
- Lamborghini and Ducati open modern training centers

Bologna/Ingolstadt, March 26, 2015 – The two Audi subsidiaries Lamborghini and Ducati have celebrated a milestone with their joint social project “Dual Education System Italy” (DESI), which has been created in cooperation with the Volkswagen Workforce Foundation, the Italian Ministry for Teaching, Universities and Research, and the Ministry of Education of the region Emilia Romagna. Following the first component of education in a college, the young participants, largely from socially disadvantaged families, are now starting their practical training. For this purpose, Lamborghini and Ducati have set up modern training centers in their plants.

Since September 2014, the two Audi subsidiaries have been developing a new process for education and training in Italy, based on the German system. In cooperation with the two colleges Fioravanti Belluzzi and Aldini Valeriani in Bologna, the companies have established a two-year-joint education and training plan for 48 young people, in order to establish a dual concept between college and company. The program is primarily aimed at socially disadvantaged young people. At the start of the first practical phase at the Ducati and Lamborghini plants, the Board of Management Member for Human Resources at AUDI AG, Thomas Sigi, and the Board of Management Member for Sales and Marketing at AUDI AG, Luca de Meo, visited the new classrooms of the Audi subsidiaries.

“The project teams have made some amazing achievements with the construction of the training center,” stated Thomas Sigi. “Once again members of the Audi family have shown what is possible in a short time when they work together. Thanks to this commitment, the young people can now experience their desired occupations in practice and can take the next step towards a secure future,” Sigi continued.



Luca de Meo says: “Lamborghini and Ducati are two strong brands that stand for performance, quality and passion. Both companies also demonstrate these values when they have to build their teams of the future, pass on expertise, and imbue young people with their spirit of success.”

In advance of the practical phase, AUDI AG first locally trained eleven Italian trainers and project employees for their tasks, including the technical, didactic and pedagogical aspects. All of the participants in the social project will be able to work on current Ducati and Lamborghini models during their training. The young people are currently training for three occupations: car mechatronic, motorcycle mechatronic and CNC mechanic, which has a focus on metalworking. After two years, they receive their official college certificate and a certificate from Ducati or Lamborghini, as well as state recognition from the regional administrative office of Emilia Romagna.

Automobili Lamborghini President and CEO, Stephan Winkelmann, commented: “The DESI Project is part of a broad Corporate Social Responsibility strategy implemented in the last few years. Based on three pillars, economy, society and environment, it puts the accent on professional training. DESI, including our apprenticeship programs and our relationships with nearby schools and universities, develops the professional competences of socially disadvantaged juveniles by integrating them into a company’s organization and culture. Training means gaining a competitive advantage; a benefit for both the individual and the company.”

Ducati Motor Holding CEO, Claudio Domenicali, stated that the dual training had a fundamental role in the Corporate Responsibility strategy of the company and of the Ducati Foundation: “DESI program is an important part of the path that sees Ducati committed with sustainable training tools for young people. With this innovative dual system of education we set up new standards in Italy and create various opportunities for the participants. The social program completes our innovative training concepts, such as the degree in Mechanical Engineering with Motor Vehicle specialization or our successful “Fisica in Moto”-laboratory.”

Gunnar Kilian, Chairman of the Volkswagen Employees’ Foundation, remarks: “We are very satisfied with how well the project is developing. In the new training centers, socially disadvantaged young people will receive first-class education and training. In this way, we are creating urgently required future prospects for Southern Europe.” The Volkswagen Employees’ Foundation invested €2 million in the “Dual Education System Italy” project, with another €1 million from the Audi Group with its subsidiaries Ducati and Lamborghini. With this flagship project, Audi is making use of the experience gained in Hungary, Belgium and China. The



company has already established the dual system of education and training at those international sites. And at the new site in Mexico, the company is currently training 216 young people according to the German system in advance of the start of production in 2016. In the fall of 2014, Audi opened a new training center there with floor space of approximately 20,000 square meters.

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In 2014, the Audi Group delivered approximately 1,741,100 cars of the Audi brand to its customers. The company achieved revenue of €53.8 billion and an operating profit of €5.15 billion in 2014. Audi operates globally in more than 100 markets and has production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun and Foshan (China) as well as Jakarta (Indonesia). The brand with the Four Rings will start producing cars in Curitiba (Brazil) this year and in San José Chiapa (Mexico) in 2016. Wholly owned subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The company currently employs approximately 80,000 people worldwide, thereof around 58,000 in Germany. Total investment of about €24 billion is planned from 2015 to 2019 – primarily in new products and sustainable technologies. Audi is committed to its corporate responsibility and has anchored the principle of sustainability for its products and processes in its strategy. The long-term goal is CO₂-neutral mobility.