



Audi India Press Communications

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The Audi A3 Sedan rolls out of the Aurangabad plant

- **Audi A3 is the sixth model to be produced in India**
- **Dr. Hubert Walth, Audi Board Member for Production: “Local production of Audi A3 Sedan in India is in continuation of our growth strategy and consistent focus on the Indian market.”**
- **Audi A3 sedan to be introduced soon in the Indian market**
- **Total capacity at the plant for all Audi models is more than 14,000 units**

Mumbai, July 20, 2014: Audi, the German luxury car manufacturer has started production of the next big Audi - Audi A3 Sedan, at its Aurangabad plant, in the state of Maharashtra. After the Audi A6, the Audi A4, the Audi Q5, the Audi Q7 and the Audi Q3, the Audi A3 Sedan will be the sixth model to be produced at the plant. The Audi A3 Sedan will be launched in the Indian market soon.

“The local production of the Audi A3 Sedan in India is in continuation of our growth strategy and consistent focus on the Indian market,” said Dr. Hubert Walth, Audi Board Member for Production. “The market potential coupled with the world-class infrastructure in the plant, efficient working processes, qualified workforce and a well-developed logistics environment were the factors that motivated us to expand the product portfolio at the Aurangabad plant.”

The Audi A3 will be produced at the group plant Škoda Auto India Private Limited (SAIPL) in Aurangabad, in a specially designated hall which covers a floor area of 20,000 square meters (215,278 square feet). The Audi Q3 and Audi Q7 are also produced in the same hall.

“India is a very promising market for Audi. With the upcoming launch of the the next big Audi – the Audi A3 Sedan, we will be creating a new segment, that of the compact luxury sedan, in India. The Audi A3 sedan will attract an entirely new customer segment into the Audi family. We will start the local production of the A3 Sedan right from the launch phase as we are convinced that this model is the right product for the Indian market at the right time. We are confident that the A3 Sedan will set new benchmarks and will further consolidate our leading position in the luxury automobile market in India,” said Mr. Joe King, Head of Audi India.



Audi currently produces the Audi A4, the Audi A6, the Audi Q5, Audi Q7, Audi Q3 and now the Audi A3 Sedan at the group plant in Aurangabad in Maharashtra. The whole-year capacity at the plant for all Audi models is more than 14,000 units in a one-shift operation.

Increasing demand from Indian customers for the Audi models has had a major impact on the brand's growth in India. Audi India became the first luxury car brand in India to sell more than 10,000 units in India in both the calendar year as well as the financial year 2013- 2014.

The Audi model range in India includes the Audi A4, Audi A6, Audi A7 Sportback, new Audi A8 L, Audi Q3 S, Audi Q3, Audi Q5, Audi Q7, Audi S4, Audi S6, Audi RS 5 Coupé, Audi RS 7 Sportback, Audi TT Coupé, the super sports car Audi R8, Audi R8 Spyder and the Audi R8 V10 plus available across the country: in Ahmedabad, Bengaluru, Bhopal, Bhubaneswar, Chandigarh, Chennai, Coimbatore, Delhi Central, Delhi South, Delhi West, Goa, Gurgaon, Hyderabad, Indore, Jaipur, Kanpur, Karnal, Kochi, Kolkata, Lucknow, Ludhiana, Mangalore, Mumbai South, Mumbai West, Nagpur, Nashik, Navi Mumbai, Pune, Raipur, Surat, Udaipur, Vadodara and Visakhapatnam.

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The Audi Group delivered approximately 1,575,500 cars of the Audi brand to customers in 2013. In 2013 the company reported revenue of €49.9 billion and an operating profit of €5.03 billion. The company is globally operating in more than 100 markets with production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). Since December 2013, the brand with the Four Rings has been producing cars also in Foshan (China). In 2015, Audi will start production in São José dos Pinhais (Brazil), followed by 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 Ducati Motor Holding S.p.A. (Bologna, Italy), the sports motorcycle manufacturer. The company currently employs more than 73,500 people worldwide, thereof more than 52,500 in Germany. Total investment of around €22 billion is planned from 2014 to 2018 – 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.