



Corporate Communications

Julio Schuback

Press Spokesman Finance and Organization

Telephone: +49 841 89 38455

E-mail: julio.schuback@audi.de

www.audi-mediaservices.com

Audi and Cubic Telecom start strategic partnership

- **Audi has acquired a stake in Cubic Telecom, a global forerunner in Machine-to-Machine technology**
- **Peter Steiner, Head of Audi Electronics Venture GmbH: “A strong partner for the development of connected infotainment solutions”**
- **Barry Napier, Chief Executive Office of Cubic Telecom: “Cubic and Audi will work together on a wide range of future connectivity applications”**

Ingolstadt/Dublin, May 6, 2015 – Audi is systematically extending its lead in the field of connectivity. Through its subsidiary Audi Electronics Venture GmbH (AEV), the brand with the Four Rings has acquired a stake in Cubic Telecom, a global forerunner in M2M technology. Together, Audi and Cubic Telecom intend to develop connectivity solutions for the automobiles of the Audi brand.

Audi Electronics Venture GmbH (AEV) has acquired a strategic minority interest in the Irish mobile-telephony provider, Cubic Telecom. Peter Steiner, Head of AEV, explained the goal of the partnership: “Audi and Cubic Telecom are strong development partners of connected infotainment solutions and intend to connect the models of the Audi brand even better with its environment and the internet in the future.”

Barry Napier, Chief Executive Office of Cubic Telecom, notes: “The automotive industry is changing faster than ever, and connectivity in the car is at the heart of it. With this partnership Cubic and Audi will work together on a wide range of future connectivity applications.”

Since 2011, Audi has regularly demonstrated its pioneering electronics expertise together with internationally leading suppliers of high-tech consumer products at trade fairs such as the Consumer Electronics Show in Las Vegas. In late May, Audi will also participate in the first Consumer Electronics Show Asia in Shanghai with a keynote presentation and its own stand to present the latest developments in the field of Audi connect.



Audi Electronics Venture GmbH

Audi Electronics Venture GmbH (AEV) has been developing new technologies for the automobiles of the Audi brand since October 2001. The 100-percent subsidiary of AUDI AG works on new functions and new software, scouts the globe for innovative technologies, invests in startups and cooperates with companies from other industries. In order to meet the challenges of the dynamic high-tech environment, AEV focuses on combining its own strengths with those of its partners. In this way, AEV accelerates its development cycles and thus effectively extends Audi's "Vorsprung durch Technik."

Cubic Telecom

Dublin, Ireland-based Cubic Telecom is a leading cloud based M2M platform provider, focused on enabling seamless global connectivity solutions for the Internet of Things and enterprise customers. The company's applications and technologies are embedded into the device at the manufacturing stage, enabling always on connectivity anywhere in the world. Cubic's success is based on its global connectivity and robust real-time billing/rating engine, unique software applications and cloud based management platform. Cubic is actively working with some of the world's leading Fortune 100 tablet and notebook manufacturers, the world's no1 retailer and more recently the most innovative M2M and automotive companies in the world. For more information, visit www.cubictelecom.com.

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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.