



Audi China Communications

Martin Kuehl
Head of Corporate Communications
Phone: +86 10 6531 3967
E-mail: martin.kuehl@audi.com.cn

Audi outlines growth plan for China business

- **Partnership with FAW-Volkswagen intensifies in largest market**
- **Audi CEO Rupert Stadler: "Local e-tron offensive with five models in five years"**
- **AUDI AG and SAIC enter cooperation talks**

Beijing/Ingolstadt, November 14, 2016 - Audi has outlined a growth plan for its joint business with FAW Group for the next 10 years, setting the course for sustainable growth in the brand's largest global market. The partners will intensify their cooperation in key future fields of the automobile industry.

Within the next five years, the joint venture, FAW-Volkswagen, will add five locally-produced Audi e-tron models to its China portfolio - including pure battery vehicles with a range of more than 500 kilometres. "Our e-tron offensive lays down a strong marker for the future," said Prof. Rupert Stadler, Chairman of the Board of Management of AUDI AG. "Audi and FAW have cooperated closely together for more than a quarter of a century. With our long-term growth strategy we will build upon this successful partnership."

By 2025, Audi, with FAW-Volkswagen, will offer at least one locally-produced electrically powered SUV and sedan model in all volume segments and, with this, there will be an e-tron model in each of the six biggest segments. The electrification of production in China has already begun with the Audi A6 L e-tron. The first locally-manufactured plug-in hybrid will be delivered to dealerships before the end of 2016.

Within the framework of the 10-year business plan with FAW, AUDI AG will strengthen its cooperation with the production and development departments of FAW-Volkswagen in the area of electric mobility, thereby building up key competencies for future technologies in the joint venture.

Together, Audi and FAW will develop a further field of the future. In 2017 the partners plan to set up a joint company focusing on mobility and digital services. To connect the joint venture more with the trend-metropolis Beijing, selected sales and marketing functions will be based in the capital in the future.

Audi constantly evaluates new business opportunities in the brand's largest market. The long-time Volkswagen Group partner SAIC Motor has entered cooperation talks with AUDI AG to evaluate a long-term collaboration in China. A memorandum of understanding has been signed



on November 11, 2016 to this effect. SAIC is a partner of VOLKSWAGEN AG in the joint venture SAIC Volkswagen.

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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 16 locations in twelve countries. In the second half of 2016, the production of the Audi Q5 will start in San José Chiapa (Mexico). 100-percent subsidiaries of AUDIAG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2015, the Audi Group delivered to customers approximately 1.8 million automobiles of the Audi brand, 3,245 sports cars of the Lamborghini brand and about 54,800 motorcycles of the Ducati brand. In the 2015 financial year, the Audi Group achieved total revenue of €58.4 billion and an operating profit of €4.8 billion. At present, approximately 85,000 people work for the company all over the world, about 60,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.