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## **Audi defines future network strategy with partners in China**

- **Audi models from planned SAIC Audi collaboration to be distributed through existing sales network**
- **Board member Dietmar Voggenreiter: “Agreement paves the way for the new two-partner strategy of the Audi brand in China”**
- **New sales steering structure planned for unified distribution of Audi products**

**Beijing/Ingolstadt, May 20, 2017 – AUDI AG, FAW Group and FAW-Volkswagen have signed an agreement with the Audi dealer council for the future development of the Audi business in China. The agreement is based on a common understanding of how the planned cooperation between SAIC and Audi will meet the interests of all parties involved. AUDI AG, FAW Group and FAW-Volkswagen will implement the 10-year growth plan together with their dealer partners in order to develop business in China in a profitable and sustainable way.**

“This very constructive agreement is a strategic milestone for Audi’s business in China,” says Dietmar Voggenreiter, Board member for Sales and Marketing at AUDI AG. “It paves the way for our two partner strategy and will allow us to further strengthen our commitment to China. Together with strong partners, we will shape the future of premium mobility in China by further extending our local product and service portfolio, ensuring an attractive business for all parties.”

Based on the 10-year growth plan of AUDI AG, FAW Group and FAW-Volkswagen, Audi will extend its portfolio of locally produced and imported models in China. The brand will continuously deliver highly attractive premium cars, future technologies and top service to customers in China. The cooperation in the field of electric mobility will be strongly expanded, thus driving forward the development of competencies in key technologies within the joint venture. In the next five years, the Audi brand at FAW-Volkswagen will bring five new e-tron models to market. To advance localization, the collaboration in the field of tool making will be enhanced.

The agreement between the Audi stakeholders and the dealer representatives incorporates the interests of the existing sales network into the new two-pillar strategy of Audi in China. All parties reached a mutual understanding that Audi models from a potential partnership between Audi and SAIC Motor would be sold through the brand’s existing dealer network in China. In



accordance with legal requirements, a new sales steering structure will be defined for the unified distribution of Audi products from two partners.

Audi and Volkswagen Group's long-held partner SAIC are in the process of evaluating a partnership for the production and distribution of Audi models and establishing data and mobility services. The aim of the strategic course is to develop the China business profitably for all parties involved. In addition to an extended product portfolio, the two-pillar strategy would provide the existing dealer network with vast synergies for their excellent after-sales infrastructure.

For Audi, China is a leading market for key areas of the future such as autonomous driving, digitization and e-mobility. As a long-time partner of the Chinese automotive industry, AUDI AG remains firmly committed to play an active role in the further development of the country's car sector. As the pioneer of China's premium market, the Audi brand continues to stand for outstanding products and customer service on a global premium scale.

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Der Audi-Konzern mit seinen Marken Audi, Ducati und Lamborghini ist einer der erfolgreichsten Hersteller von Automobilen und Motorrädern im Premiumsegment. Er ist weltweit in mehr als 100 Märkten präsent und produziert an 16 Standorten in zwölf Ländern. 100-prozentige Töchter der AUDI AG sind unter anderem die Audi Sport GmbH (Neckarsulm), die Automobili Lamborghini S.p.A. (Sant'Agata Bolognese/Italien) und die Ducati Motor Holding S.p.A. (Bologna/Italien).

2016 hat der Audi-Konzern rund 1,868 Millionen Automobile der Marke Audi sowie 3.457 Sportwagen der Marke Lamborghini und 55.451 Motorräder der Marke Ducati an Kunden ausgeliefert. Im Geschäftsjahr 2016 hat die AUDI AG bei einem Umsatz von € 59,3 Mrd. ein Operatives Ergebnis von € 3,1 Mrd. erzielt. Zur Zeit arbeiten weltweit rund 88.000 Menschen für das Unternehmen, davon mehr als 60.000 in Deutschland. Audi fokussiert auf nachhaltige Produkte und Technologien für die Zukunft der Mobilität.