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Audi in China: Growth in deliveries of 16 percent in the first three quarters

- **Unit sales of 415,704 cars from January through September**
- **More than 51,000 automobiles sold in September**
- **Audi Head of Sales Luca de Meo: “This confirms our position as the market leader in the premium segment in China”**

Ingolstadt/Changchun, October 6, 2014 – In the first nine months of this year, Audi set a new record in the Chinese market (including Hong Kong and Macau). Unit sales from January through September increased by 16 percent to a total of 415,704 cars. In September alone, the brand with the Four Rings delivered 51,614 automobiles, representing growth of 13,4 percent compared with the same month last year.

“This result clearly demonstrates our market leadership as the premium brand in China”, stated Luca de Meo, Board of Management Member for Sales at AUDI AG. The Audi Q3* and Audi Q5* SUVs produced in China were particularly successful with sales of 59,220 and 78,725 units respectively. Another sales boost is anticipated from the Audi A3 Sedan*, which Audi has been producing at the new plant in Foshan since this summer. All locally produced Audi models are the respective market leaders in their segments.

Demand was strong also for the Audi models imported to China during the first three quarters: Sales rose of the Audi Q7* by 23.5 percent to 15,676 units and of the Audi A8 L* by 11.3 percent to 14,475 units. In addition, the new Audi A8 L was launched in the Chinese market in August this year.

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Note:

The figures for the worldwide unit sales of AUDI AG will be published on October 9.

* Please see the list at the end of this media information for the summarized fuel consumption of all models mentioned and available in the German market.



Fuel consumption of the models mentioned:

Audi A3 Sedan:

Fuel consumption combined in l/100 km: 7 – 3.3

CO₂ emissions combined in g/km: 162 – 88

Audi A8 L:

Fuel consumption combined in l/100 km: 11.3 – 6

CO₂ emissions combined in g/km: 264 – 146

Audi Q3:

Fuel consumption combined in l/100 km: 8.8 – 5.2

CO₂ emissions combined in g/km: 206 – 137

Audi Q5:

Fuel consumption combined in l/100 km: 8.5 – 4.9

CO₂ emissions combined in g/km: 199 – 129

Audi Q7:

Fuel consumption combined in l/100 km: 10.7 – 7.2

CO₂ emissions combined in g/km: 249 – 189

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 approximately 76,000 people worldwide, thereof more than 53,400 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.