



Audi in China

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May, 2015

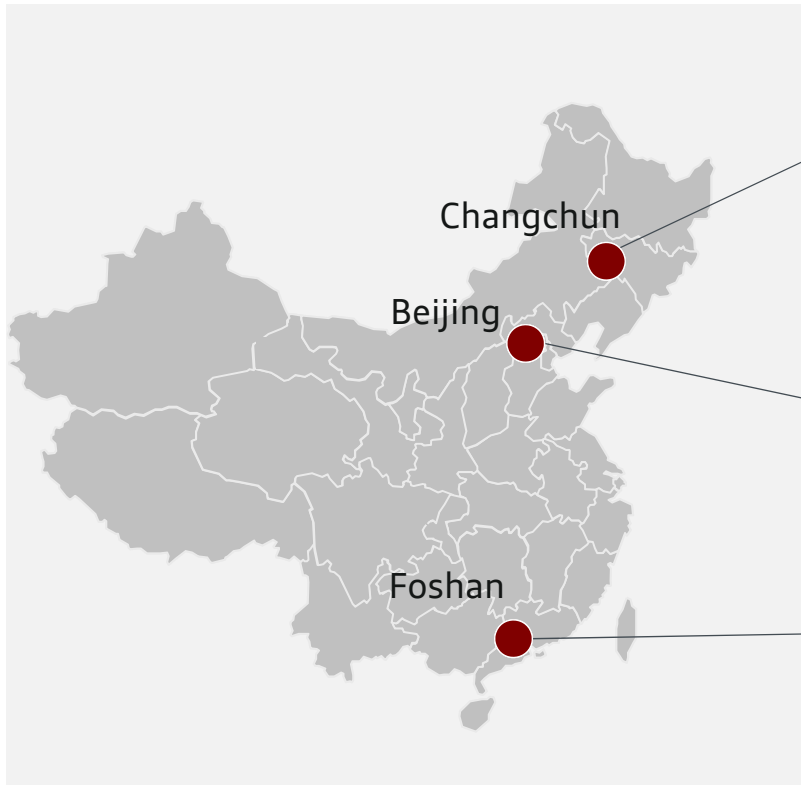
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Audi in China




Changchun




FAW-Volkswagen
Audi Production and
Audi Sales Division
(A6 L, A4 L, Q5, Q3)

Beijing



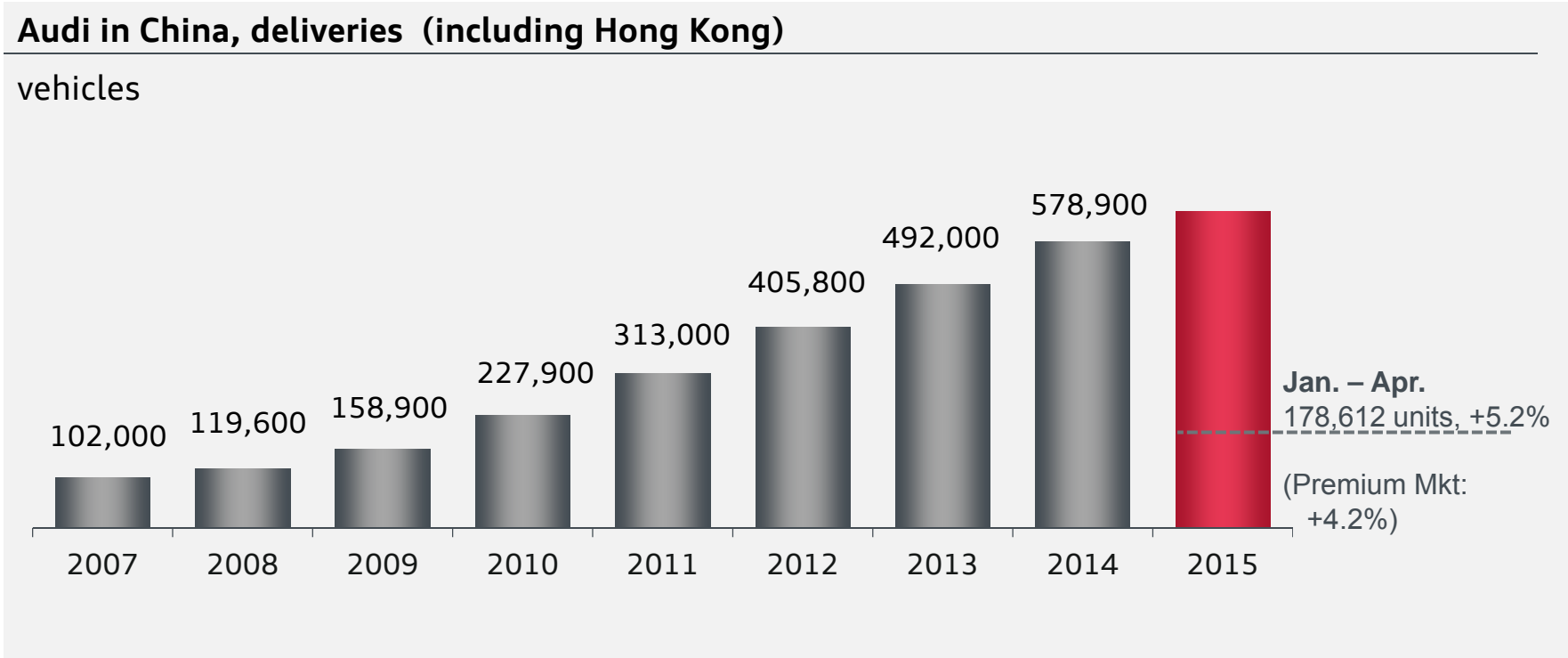
Audi China
with Audi R&D Beijing

Foshan



FAW-Volkswagen
Audi Production
Foshan
(A3 Sportback, A3 Sedan)

Audi deliveries in China nearly increased six-fold since 2007



Driver of the normalization of purchasing power segments in China

Changes in residential property prices in 70 largest cities

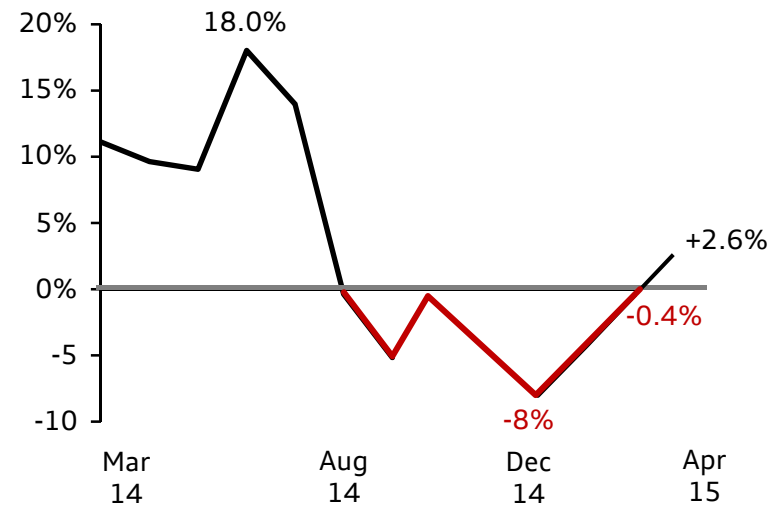
[YoY comparison]



Source: National Bureau of Statistics

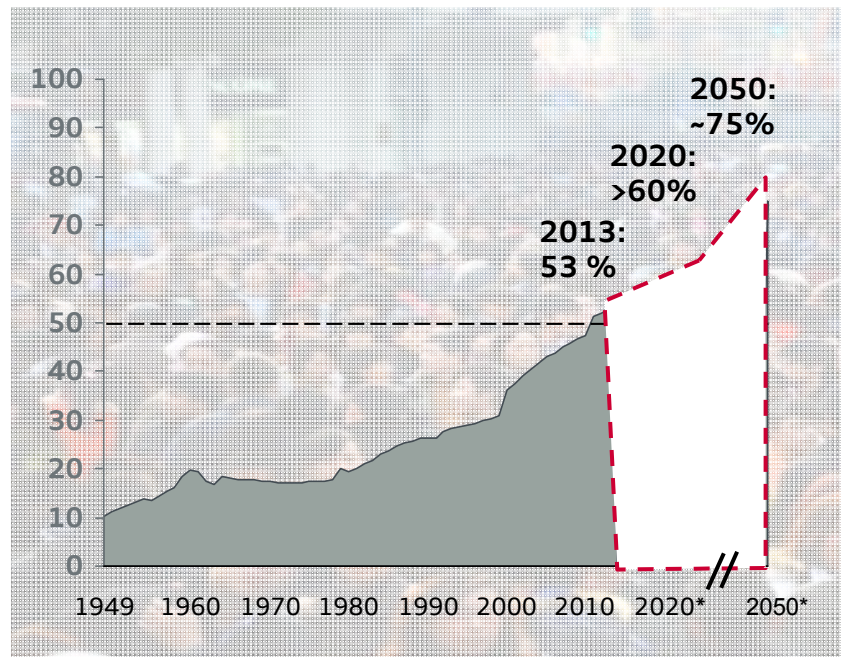
Total profits of industrial enterprises

— YoY growth in %



Urbanization benefits middle class development

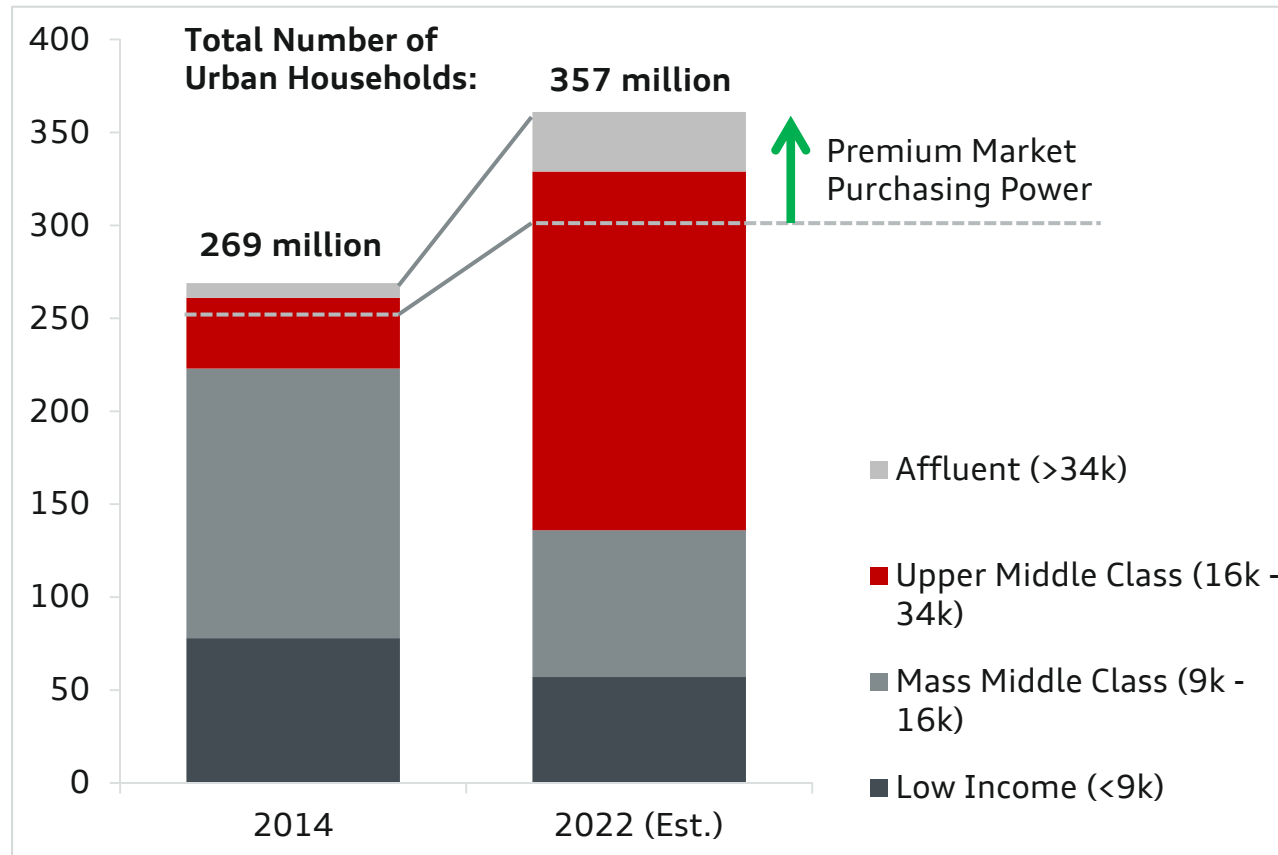
Urbanization rate China, 1949-2020 [in %]



* Estimation
Source: China Statistical Yearbook

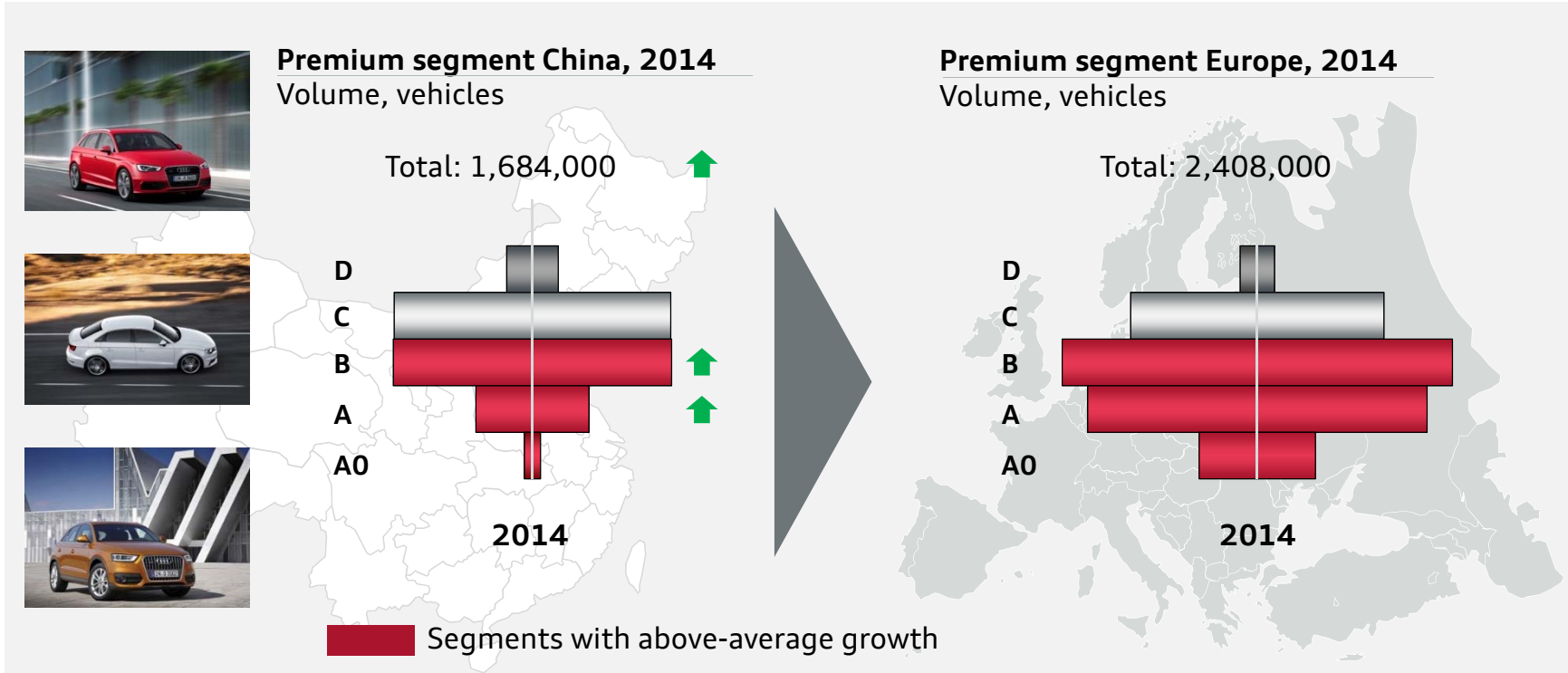


Changes in social strata benefit premium market



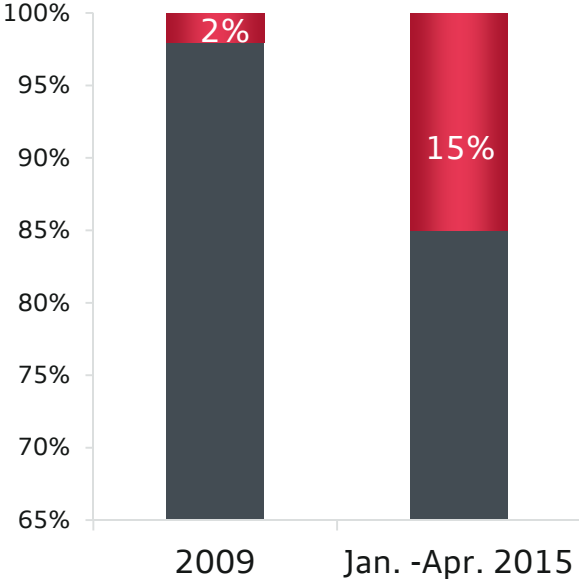
Source: Mc Kinsey

Premium segment distribution moves towards the pattern of developed markets

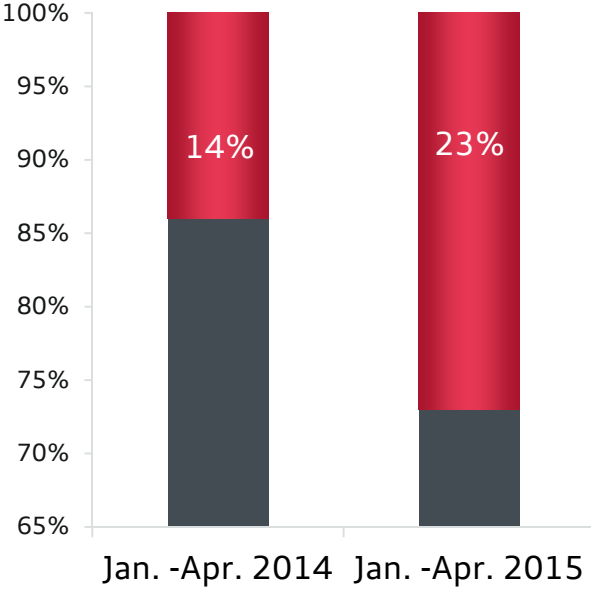


Leading trends: Only Audi offers three local compact cars

Premium market share of compact cars



Compact model share of Audi sales



Audi Q3

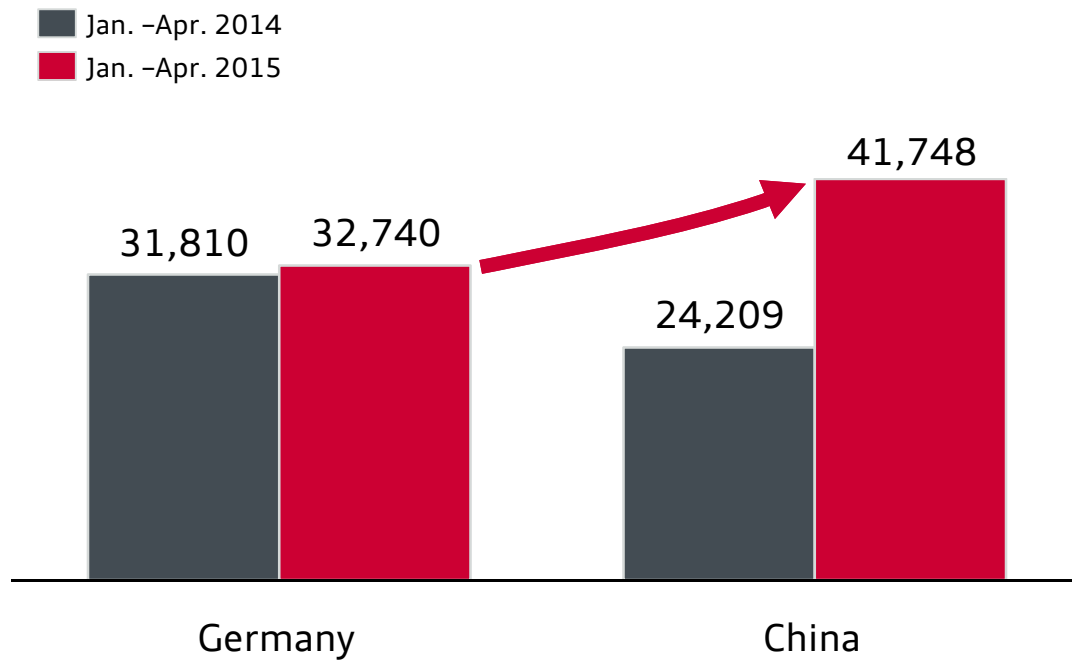


Audi A3 Sedan



Audi A3 Sportback

Leading trends: China outpaces Germany as the largest market for compact cars of Audi



Audi Q3



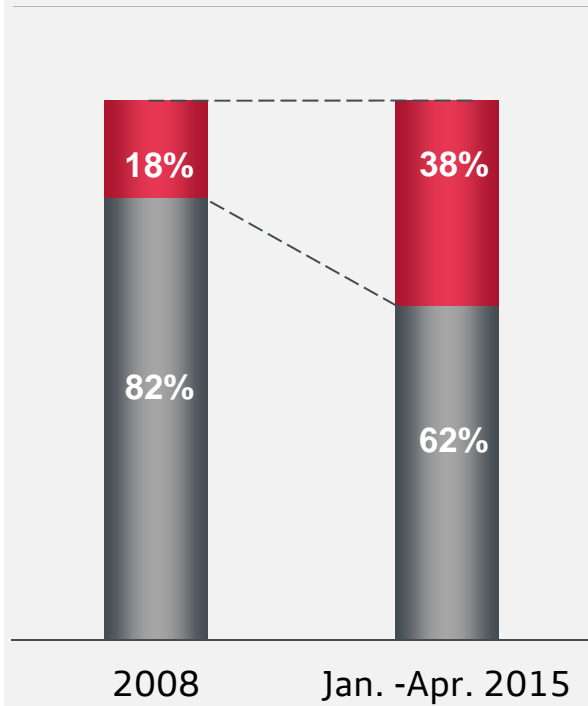
Audi A3 Sedan



Audi A3 Sportback

Leading trends: Audi as segment leader with local SUV portfolio

SUV share of the premium market



Segment leaders

Audi Q3



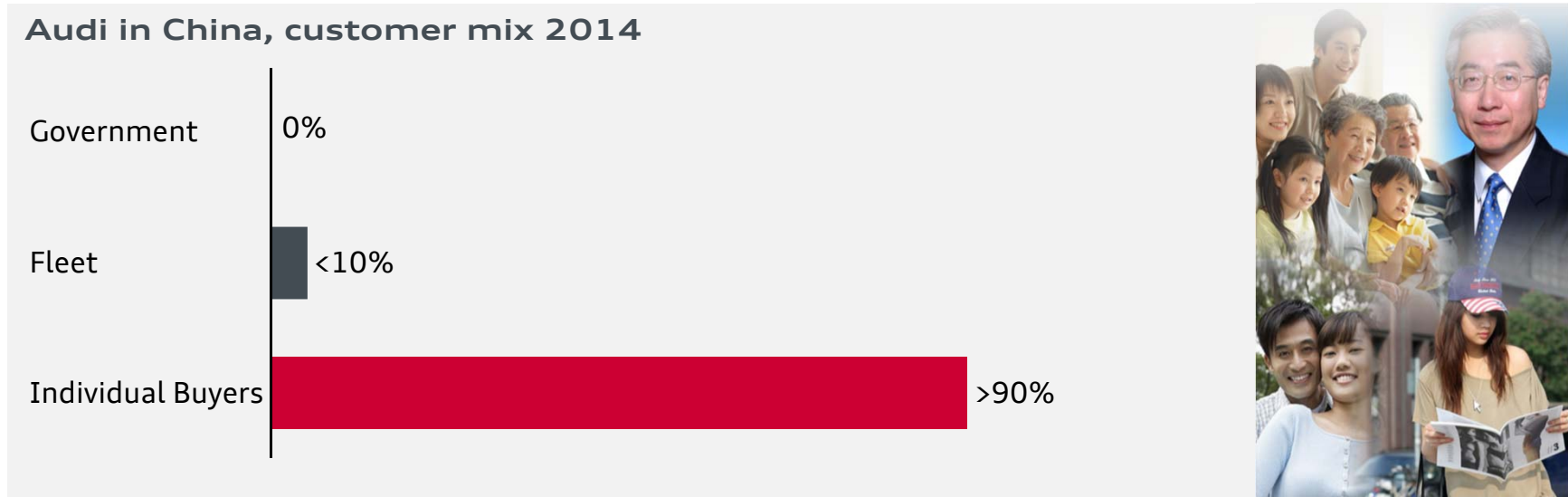
Audi Q5



2015: New Audi Q7 (imported)


















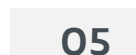






















Individual buyers are dominating



Audi has managed successfully to attract the people who are shaping the future of China

37 Audi models are available in China (vs. 9 in 2008) 15 S/RS/R models (vs. 2 in 2008)

A1	A3	A4	A5	A6	A7	A8	Q3	TT	R8
 A1	 A3 Sportback	 A4L	 A5 Coupé	 A6L	 A7 Sportback	 S8	 Q3	 TT Coupé	 R8 Coupé
 A1 Sportback	 A3 Sedan	 A4 allroad quattro	 A5 Sportback	 A6 hybrid	 S7 Sportback	 A8 L	 Q5	 TT Roadster	 R8 Spyder
	 S3 Sedan		 A5 Cabriolet	 S6 Sedan	 RS 7 Sportback	 A8 L hybrid	 Q5	 TTS Coupé	
	 A3 Cabriolet		 S5 Coupé			 A8 L W12	 SQ5	 TTS Roadster	
			 S5 Sportback				 Q5 hybrid quattro		
			 S5 Cabriolet						
			 RS 5 Coupé				 Q7		
			 RS 5 Cabriolet						

Chinese consumers want to stick-out from the crowd

A4 allroad



China is already
the 3rd biggest
market

- ▶ Launched in 2013, the A4 allroad has proven demand for progressive vehicle concepts

Coming 2015: A6 allroad



- ▶ Market introduction later in 2015 to bring more progressiveness on China's roads

Leading into the future: Strong focus on efficiency

Conventional engines



Over 20 percent reduction of average fuel consumption of local models since 2011

Imported e-tron



A3 Sportback e-tron
to be imported from 2015

Followed by Q7 e-tron

Localized e-tron



A6 L e-tron
to be produced with FAW-Volkswagen in Changchun from 2016

Audi: High dealer satisfaction, according to the China Automobile Dealer Association



Dealer satisfaction; Premium brands



Only satisfied dealers will implement OEM strategies and truly delight customers

Brand Power Index

2014 China Brand Research Center

[11k consumers in 30 cities; Fieldwork Oct.14-Feb.15; Funded by Ministry of Information and Technology]

1: Brand Power



1: Awareness



1: Loyalty



Based on independent research, Audi is both premium volume & brand leader in China



3 mio. thanks!

Product packages

Finance

Trade-in

Service offer

...

Thanks to 3 mio. customers over the past 27 years
for all the trust and loyalty
and a warm welcome to every new Audi owner

Vorsprung durch Technik 

Thank you!