

# Audi in China

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**Hongkong, March 26, 2015**

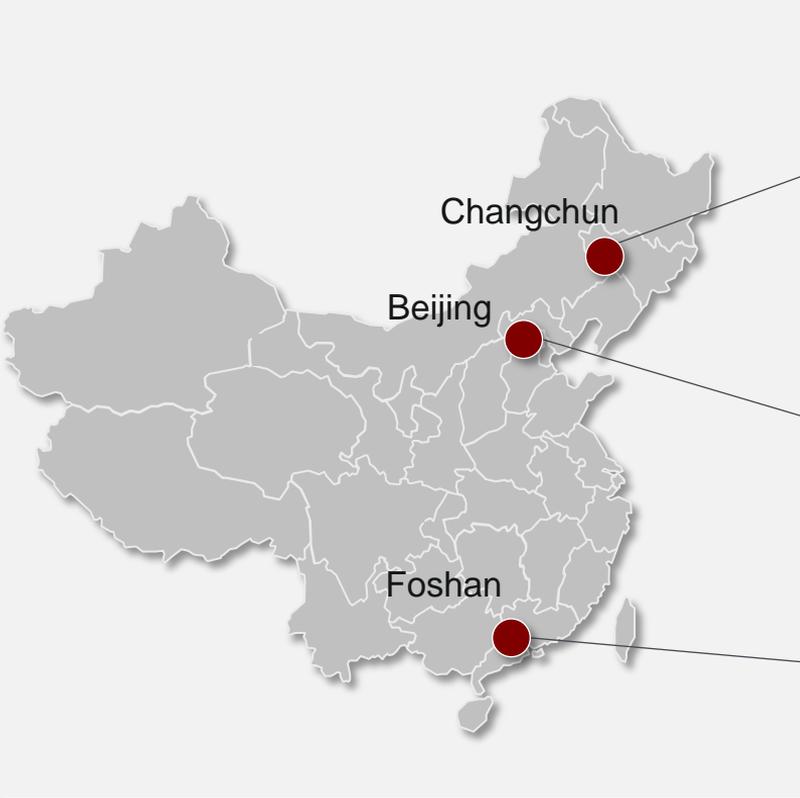
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# Audi in China



**Changchun**

**Beijing**

**Foshan**

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

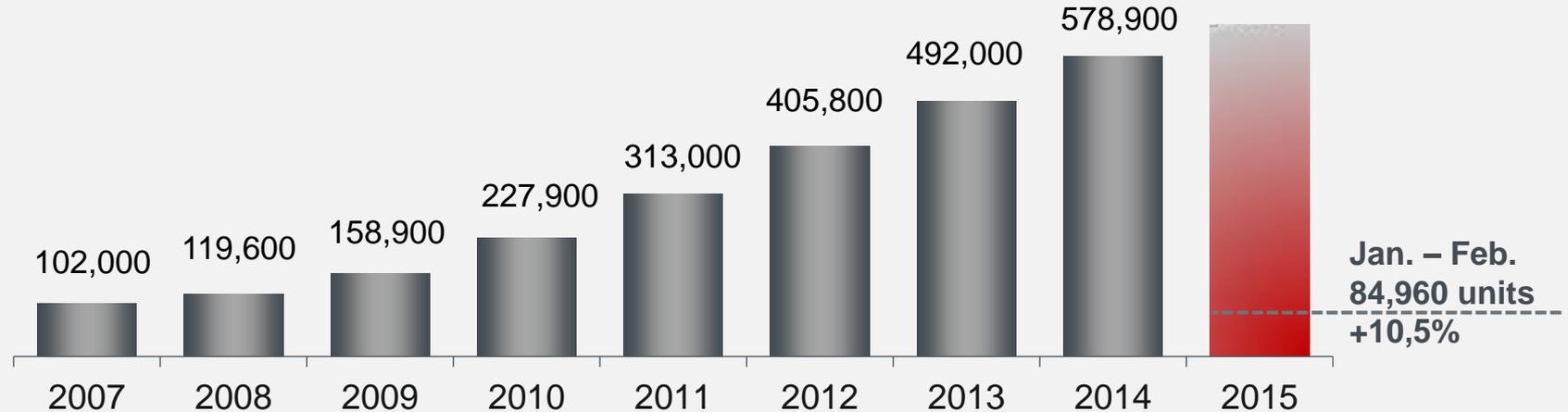
**Audi China**  
with R&D Center Beijing

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

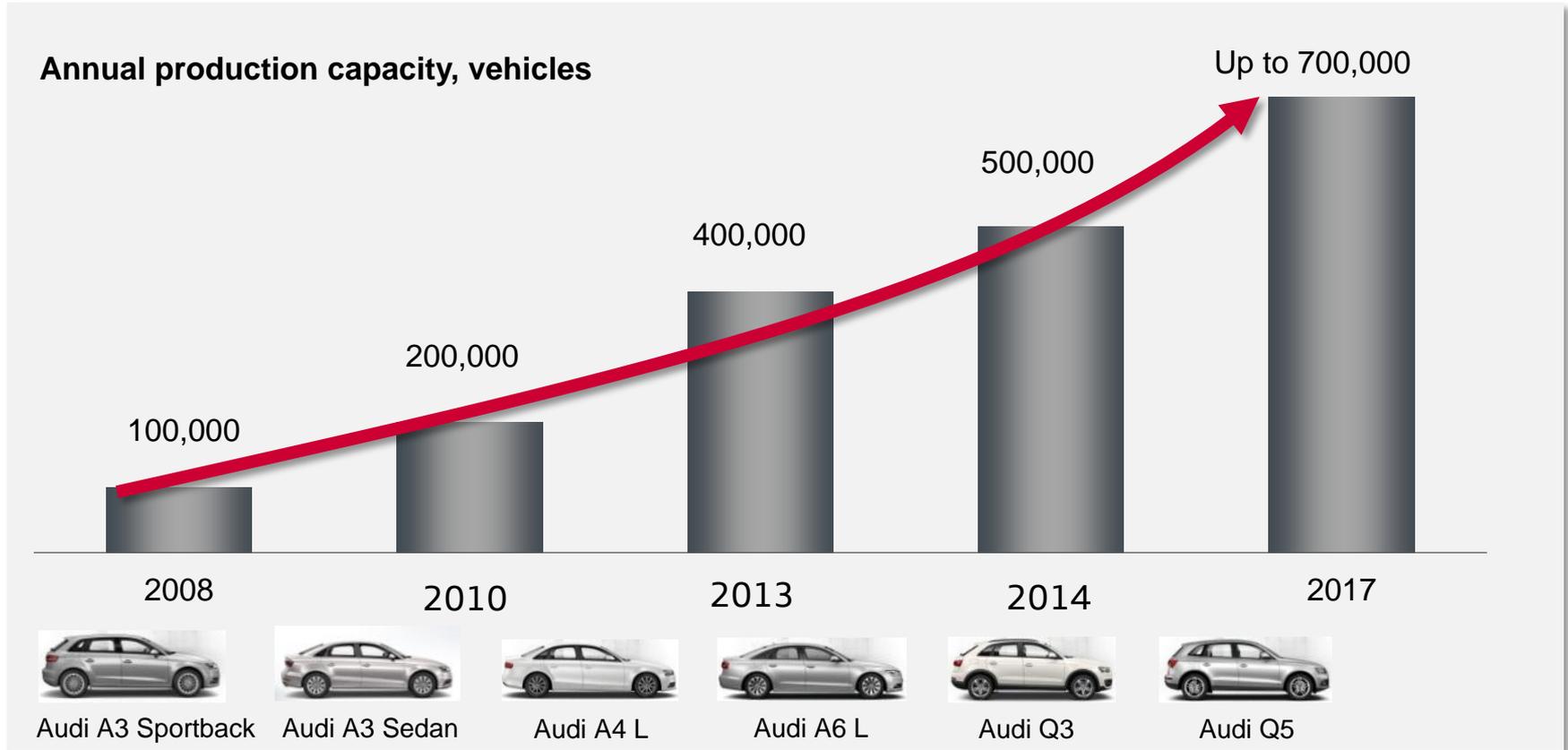
# Audi deliveries in China nearly increased six-fold since 2007

## Audi in China, deliveries (including Hong Kong)

vehicles

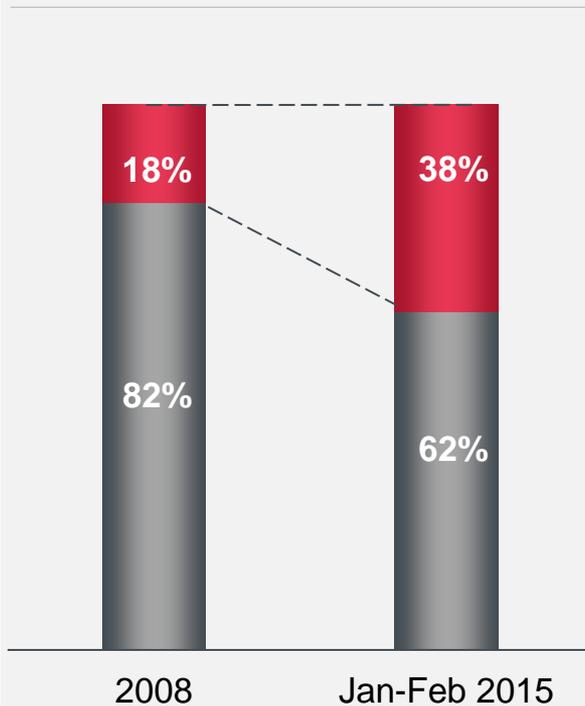


# Strong local model portfolio, flexible capacity expansion



# Leading trends: Only Audi offers two local SUV models

## SUV share of the premium market



## Segment leaders

### Audi Q3



### Audi Q5

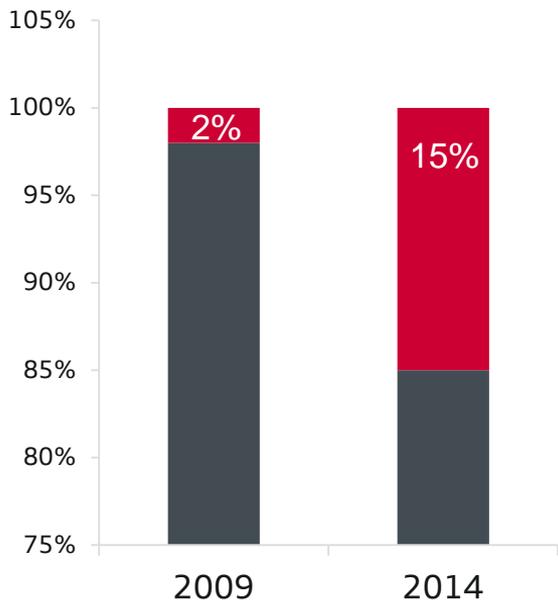


## 2015: New Audi Q7 (imported)

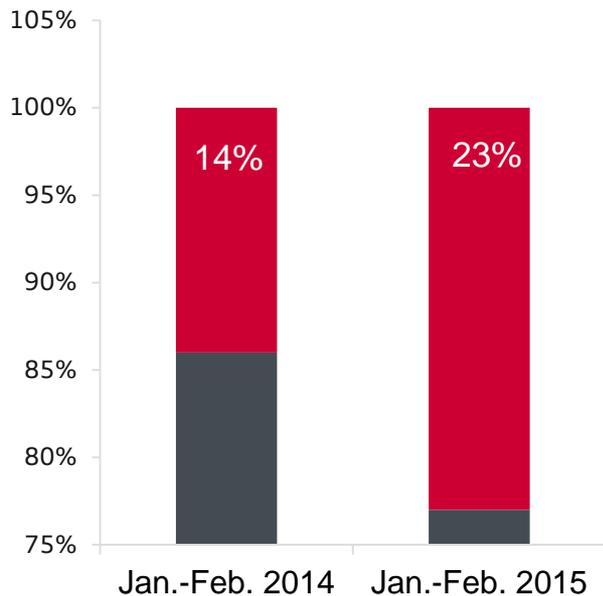


# Leading trends: Only Audi offers three local compact cars

Premium market share of compact cars



Compact model share of Audi sales



**Audi Q3**



**Audi A3 Sedan**



**Audi A3 Sportback**

# Leading 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**

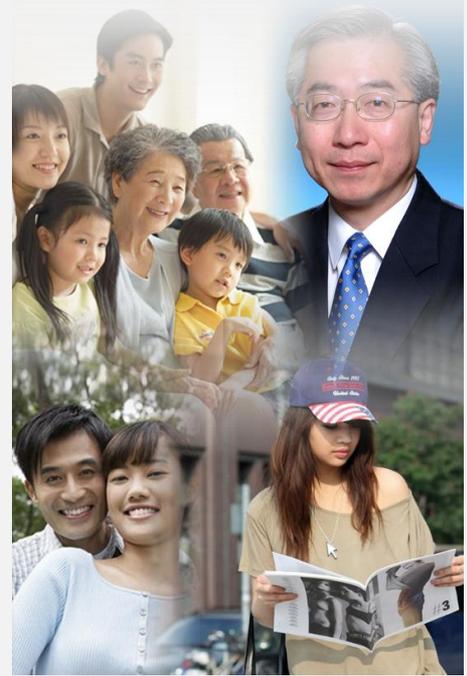
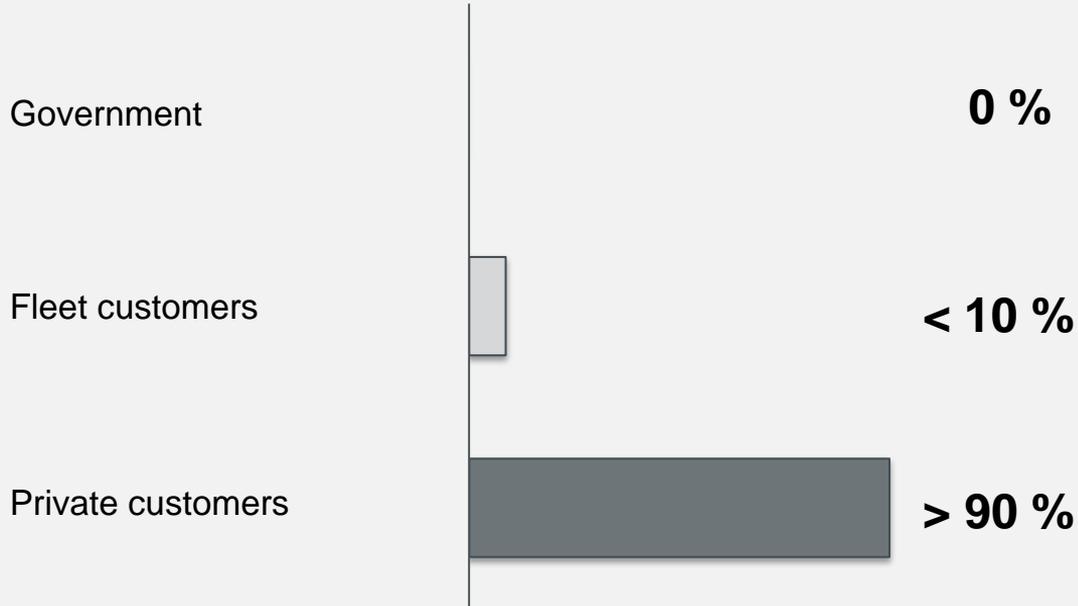
## Localized e-tron



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

# Leading a diverse market: Private buyers dominate

## Audi in China, customer mix 2014



# Verified Top Service: Audi in J.D. Power Rankings China

**SSI 2014**

(Sales Satisfaction Index)

**No. 1**

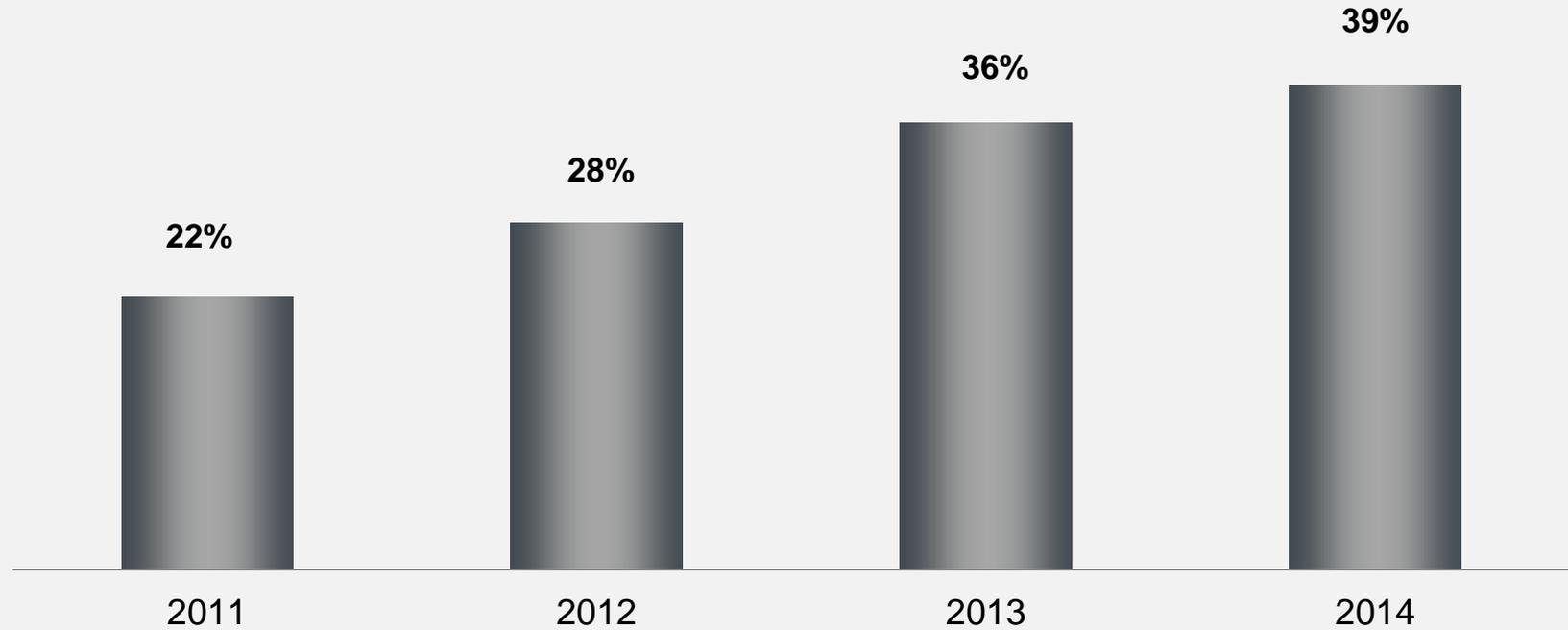
**CSI 2014**

(After Sales Service Index)

**No. 1**

# Financial services business is growing

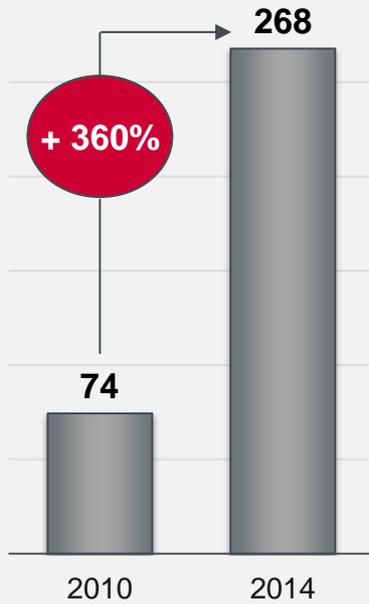
Financing in percent of Audi car sales in China



# Training for sustainable service quality

## Audi training man days for The dealer network

Unit: `000 man days



Beijing  
Opening soon



Chengdu  
Opened 2014

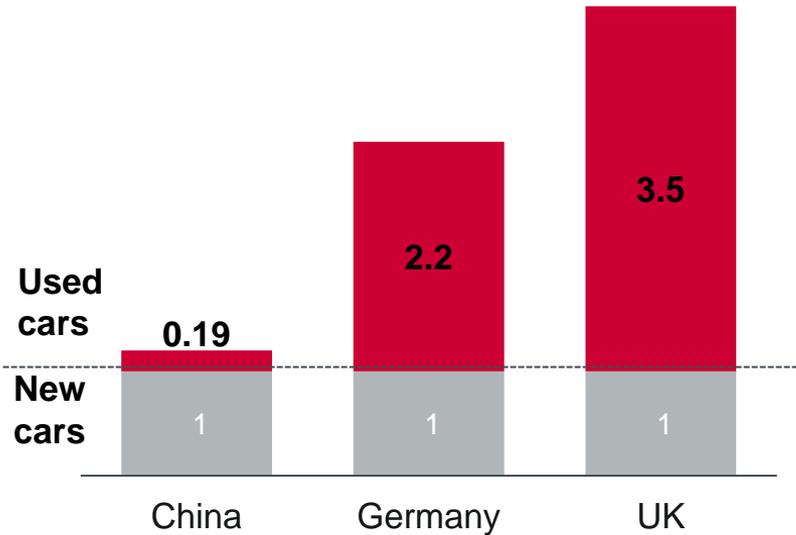


- ▶ Five regional training centers in China
- ▶ Including the two largest worldwide, in Beijing and Chengdu
- ▶ Beijing and Chengdu can each train around 10,000 people/year



# Growth market: Audi has the largest used car network in China

Used car market transactions in China,  
per each new car sale, 2014



Over 330 licensed Audi used car dealers,  
including 77 exclusive used car showrooms



# Sustainable expansion of sales network

Number of Audi dealerships in China



**Thank you!**