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# The New Era Of Vorsprung

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Audi RS e-tron GT: Combined electric power consumption\* in kWh/100 km: 20.2–19.3 (NEDC), 22.5–20.6 (WLTP); Combined CO<sub>2</sub> emissions\* in g/km: 0 (NEDC); Information on fuel/power consumption and CO<sub>2</sub> emissions in ranges depending on the chosen equipment level of the car.

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A negative development relating to ongoing claims or investigations, the continuation of COVID-19, an unexpected fall in demand or economic stagnation in our key sales markets, such as in Western Europe (and especially Germany) or in the USA, Brazil or China, and trade disputes among major trading partners will have a corresponding impact on the development of our business. The same applies in the event of a significant shift in current exchange rates in particular relative to the US dollar, sterling, yen, Brazilian real, Chinese renminbi and Czech koruna. If any of these or other risks occur, or if the assumptions underlying any of these statements prove incorrect, the actual results may significantly differ from those expressed or implied by such statements. We do not update forward-looking statements retrospectively. Such statements are valid on the date of publication and can be superseded.

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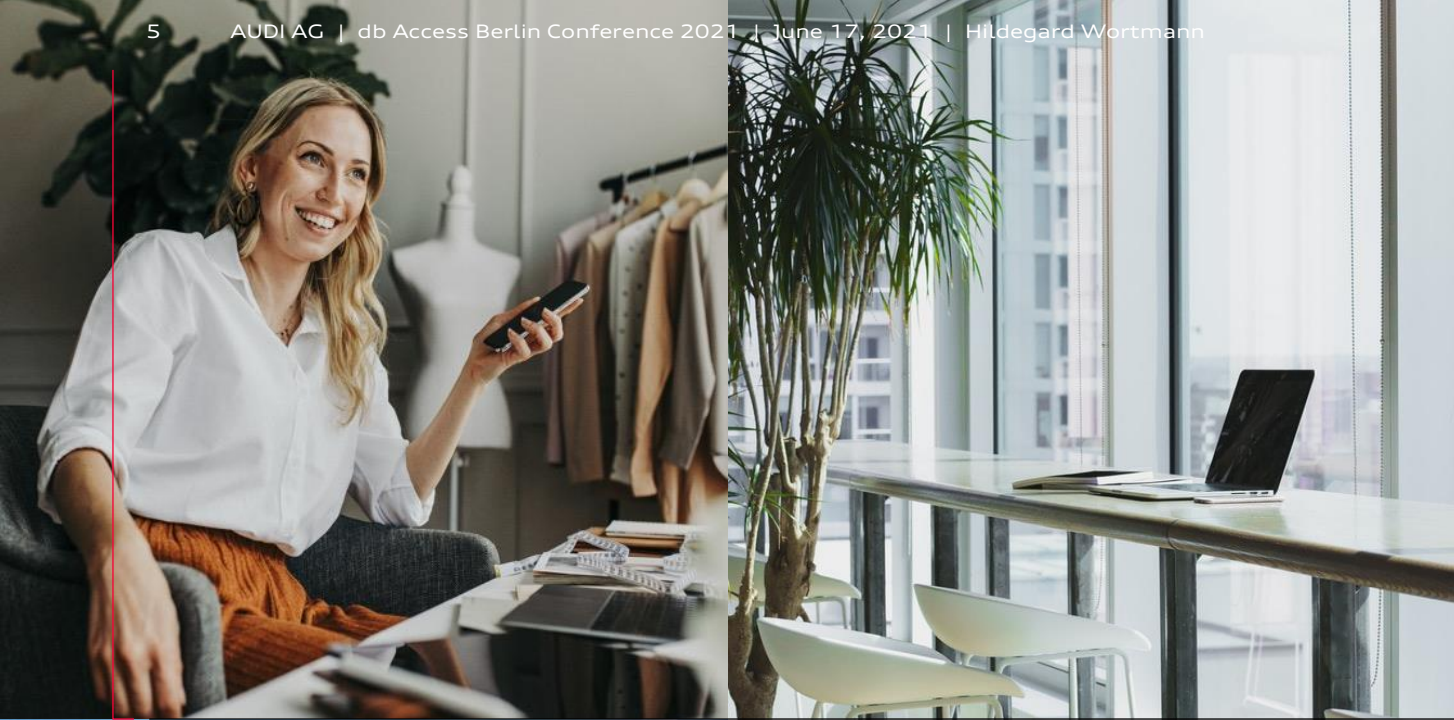


# Future is an attitude

Audi RS e-tron GT: Combined electric power consumption\* in kWh/100 km: 20.2–19.3 (NEDC); Combined CO<sub>2</sub> emissions\* in g/km: 0 (NEDC); Information on fuel/power consumption and CO<sub>2</sub> emissions in ranges depending on the chosen equipment level of the car.

# The car of the future is fully electric

Audi e-tron GT quattro: Combined electric power consumption\* in kWh/100 km: 19.6–18.8 (NEDC), 21.6–19.9 (WLTP); Combined CO<sub>2</sub> emissions\* in g/km: 0 (NEDC); Information on fuel/power consumption and CO<sub>2</sub> emissions in ranges depending on the chosen equipment level of the car.



Customer mindset

Premium progressives – our strategic target group is changing

**PREMIUM  
PROGRESSIVES**

are

**VALUE-  
DRIVEN**

**It's the goal, not the money.**

SUSTAINABILITY | DESIGN | INNOVATION | INDIVIDUAL EXPERIENCES | BRAND BUILD SCALE

Source: Audi Trendreceiver Study - New Progressive Premium

# INVESTMENT IN ELECTRIFICATION

€ **15** bn

2021-2025



# Strong momentum

e-tron  
97k

deliveries to customers  
2018-05/2021



Audi e-tron S Sportback: Combined electric power consumption\* in kWh/100 km: 28.1-26.4 (WLTP); 27.6-27.5 (NEDC); Combined CO<sub>2</sub> emissions\* in g/km: 0 (NEDC); Information on fuel/power consumption and CO<sub>2</sub> emissions in ranges depending on the chosen equipment level of the car.



New communication strategy & platform



Concept car development



New Corporate Identity/Design



New brand shaper



# Holistic brand management



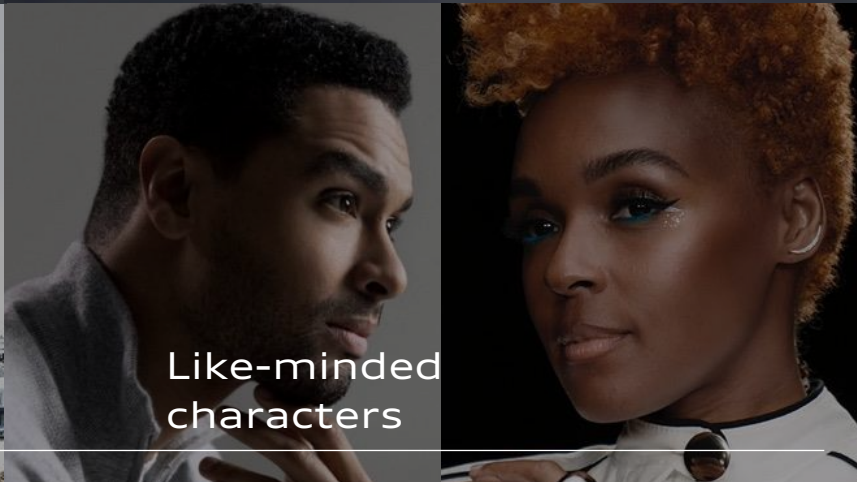
Media presence – new TV spots



New experiential formats



Holistic brand governance approach



Like-minded characters



# 360° brand campaign

# 50

MARKETS

# TV 872m

CONTACTS

# 408m

SOCIAL MEDIA

# VIEWS



Audi RS e-tron GT: Combined electric power consumption\* in kWh/100 km: 20.2-19.3 (NEDC), 22.5-20.6 (WLTP); Combined CO2 emissions\* in g/km: 0 (NEDC); Information on fuel/power consumption and CO2 emissions in ranges depending on the chosen equipment level of the car.

# Synergies

**Hardware** BEV PLATFORMS

**Software**

**J1**



C A R I A D

**MEB** ~19m vehicles by 2030<sup>1)</sup>



UNIFIED TECHNOLOGY  
AND SOFTWARE PLATFORM  
FOR ALL VEHICLES  
IN THE VOLKSWAGEN GROUP

**PPE** ~7m vehicles by 2030<sup>1) 2)</sup>



**SSP**

<sup>1)</sup> Across all brands of the VW Group; <sup>2)</sup> Includes small number of fully electric vehicles based on other platforms.

# NEW ERA OF VORSPRUNG

Meaningful and human centric. A contribution to a better future.

# This is how we live progress.

\* The specified fuel consumption and emission data have been determined according to the measurement procedures prescribed by law. Since 1st September 2017, certain new vehicles are already being type-approved according to the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO<sub>2</sub> emissions. Starting on September 1st 2018, the New European Driving Cycle (NEDC) will be replaced by the WLTP in stages. Owing to the more realistic test conditions, the fuel consumption and CO<sub>2</sub> emissions measured according to the WLTP will, in many cases, be higher than those measured according to the NEDC. Therefore, the usage of CO<sub>2</sub> emission values measured according to WLTP for vehicle taxation from 1st September 2018 on can cause changes in this regards as well. For further information on the differences between the WLTP and NEDC, please visit [www.audi.de/wltp](http://www.audi.de/wltp).

We are currently still required by law to state the NEDC figures. In the case of new vehicles which have been type-approved according to the WLTP, the NEDC figures are derived from the WLTP data. It is possible to specify the WLTP figures voluntarily in addition until such time as this is required by law. In cases where the NEDC figures are specified as value ranges, these do not refer to a particular individual vehicle and do not constitute part of the sales offering.

They are intended exclusively as a means of comparison between different vehicle types. Additional equipment and accessories (e.g. add-on parts, different tyre formats, etc.) may change the relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO<sub>2</sub> emissions and the performance figures for the vehicle.

For further information on the official fuel consumption and official specific CO<sub>2</sub> emissions of new cars, please refer to the "Guide to the fuel and energy consumption and CO<sub>2</sub> emissions of new cars", which is available free of charge at all points of sale and from Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, D-73760 Ostfildern or under [www.dat.de](http://www.dat.de).