



Bank of America – European Autos and Future Car Virtual Conference 2024

Audi Agenda

Dr. Daniel Kauer | Senior Vice President Corporate Strategy, General Secretary

Audi A6 Sportback e-tron performance:
Electric power consumption (combined): 15.9-14.0 kWh/100 km; CO₂ emissions (combined): 0 g/km; CO₂ class: A

Disclaimer

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At the time of preparing these presentations, it is not yet possible to conclusively assess the specific effects of the latest developments in the Russia-Ukraine conflict on the Audi Group's business, nor is it possible to predict with sufficient certainty to what extent further escalation of the Russia-Ukraine conflict will impact on the global economy and growth in the industry in fiscal year 2024.

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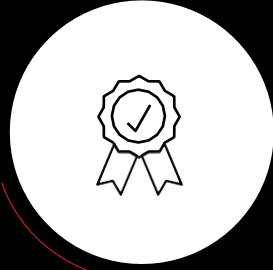
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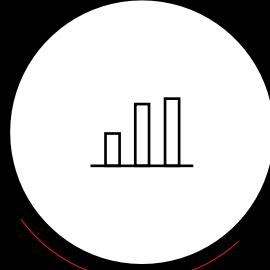


Starting point

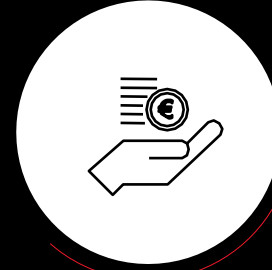
Six key themes for Audi to address



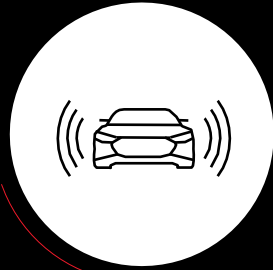
Customer Satisfaction



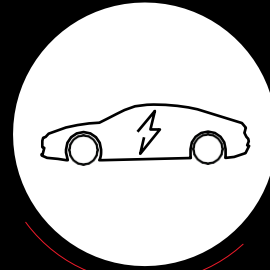
Sales



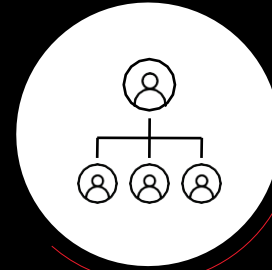
Operating Profit



Vorsprung
durch Technik



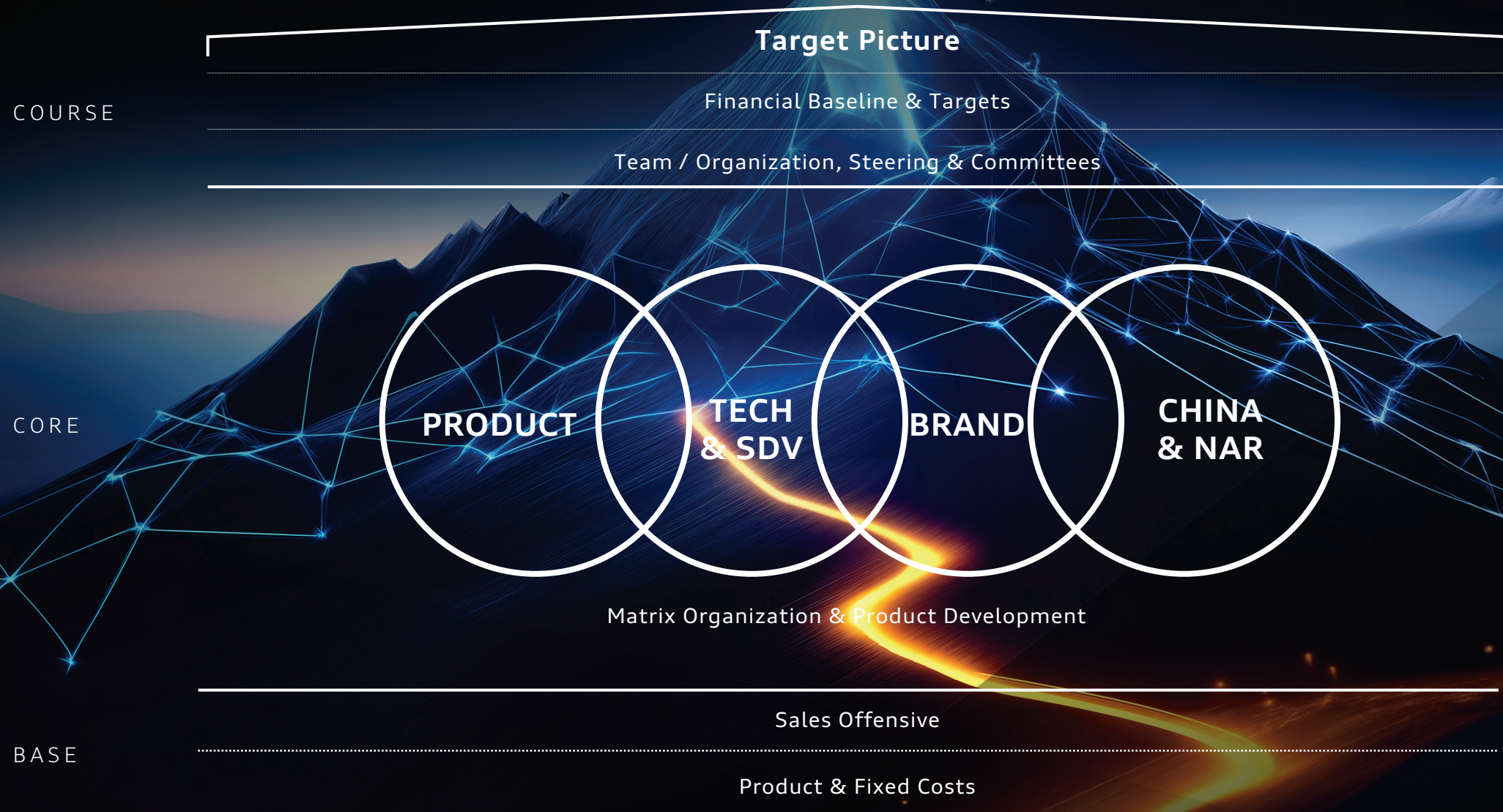
BEV Portfolio



Organization

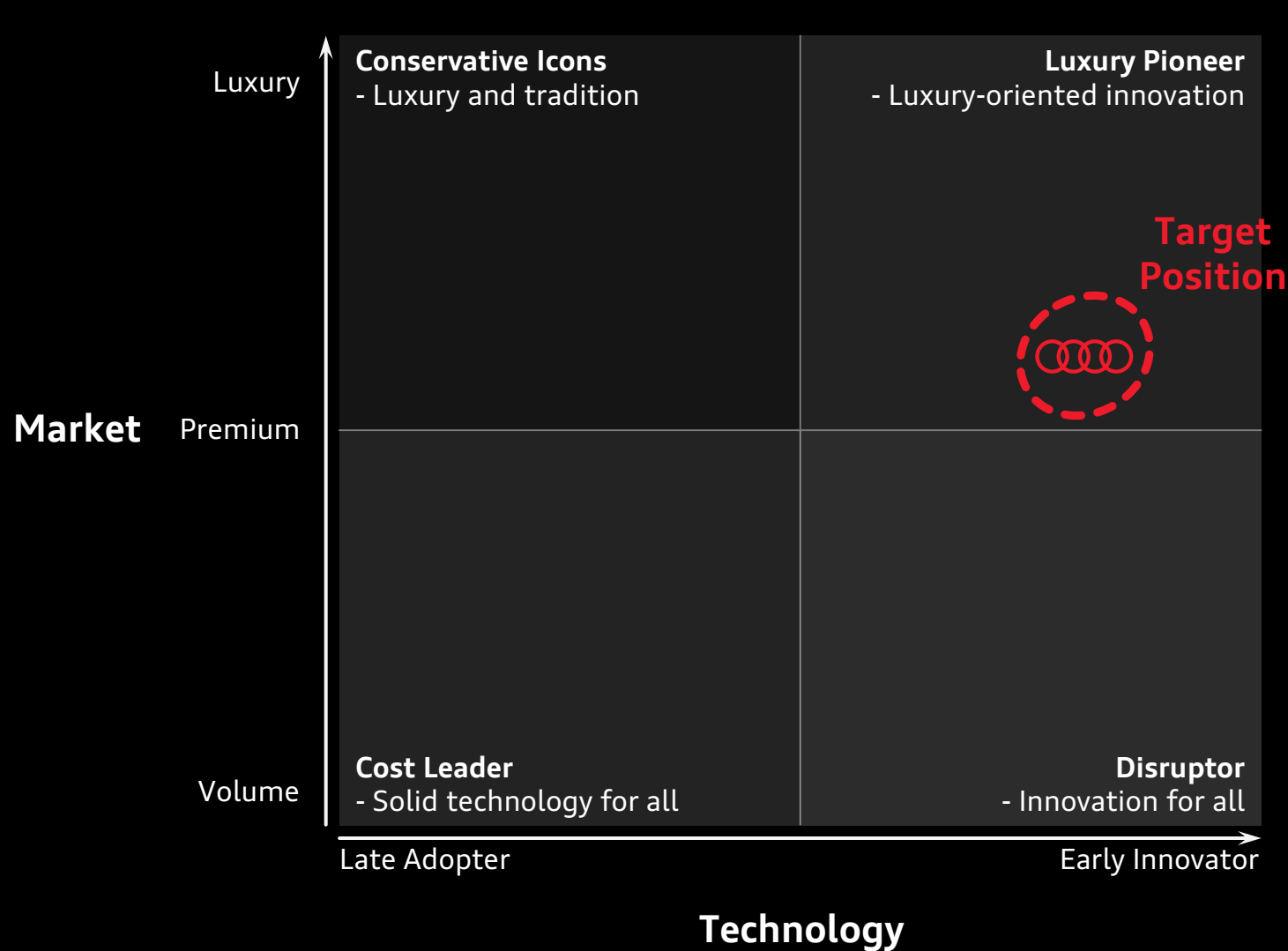
The way forward

The Audi Agenda drives immediate execution and provides strategic guidance



Target Picture – positioning

Target position in progressive premium with technological edge



Premium positioning

- › Focus on pioneer role in progressive premium
- › Clear distinction from luxury segment
- › Reduction of series complexity

Technology spikes

- › Re-conquering of **Vorsprung durch Technik**
- › Most progressive company with **focus on technology**
- › Clear path for **product differentiation**

Brand

Vorsprung durch Technik as core of the Audi brand

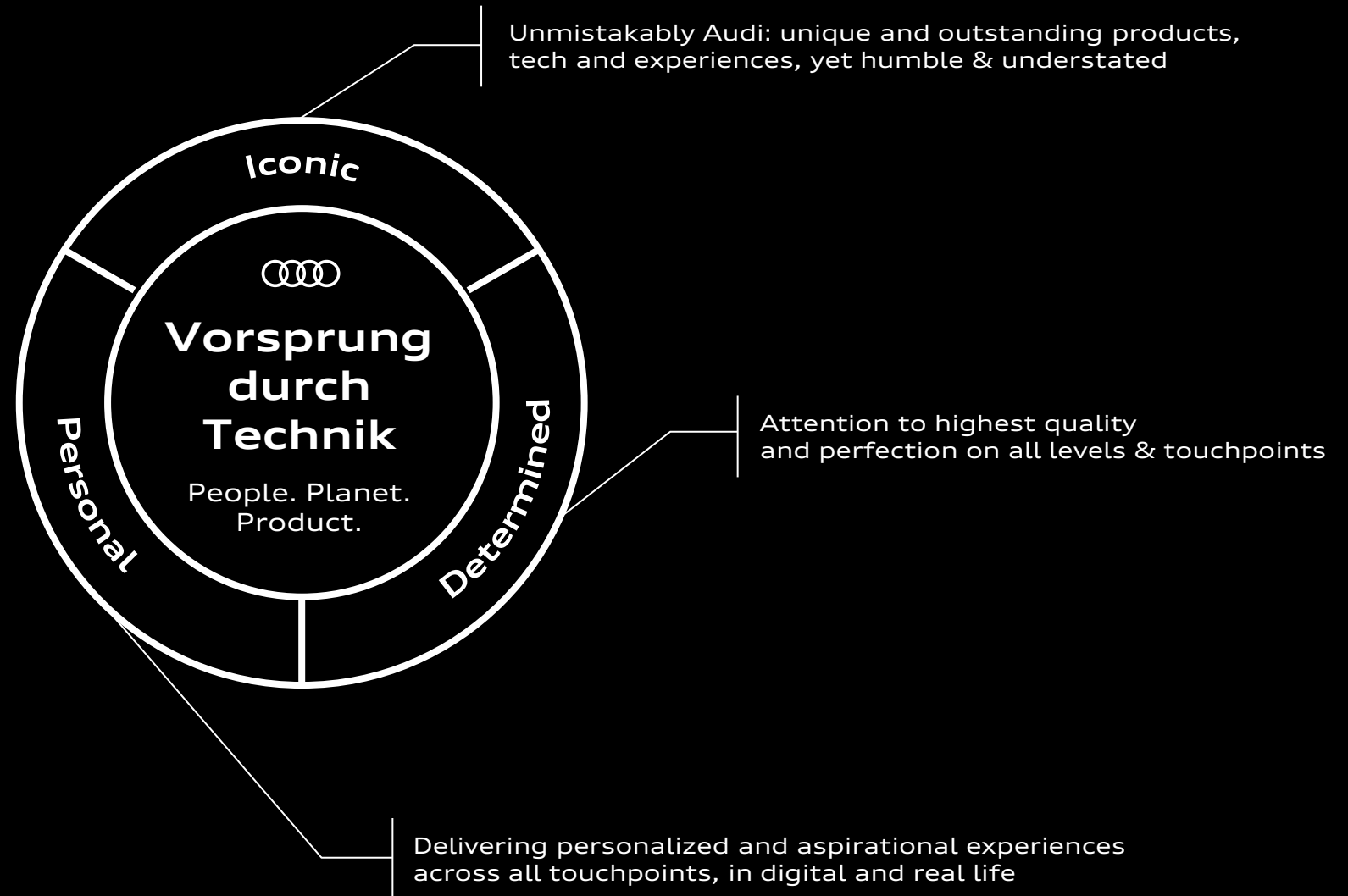
Vorsprung durch Technik

Means challenging the status quo

With innovations that are exciting and meaningful

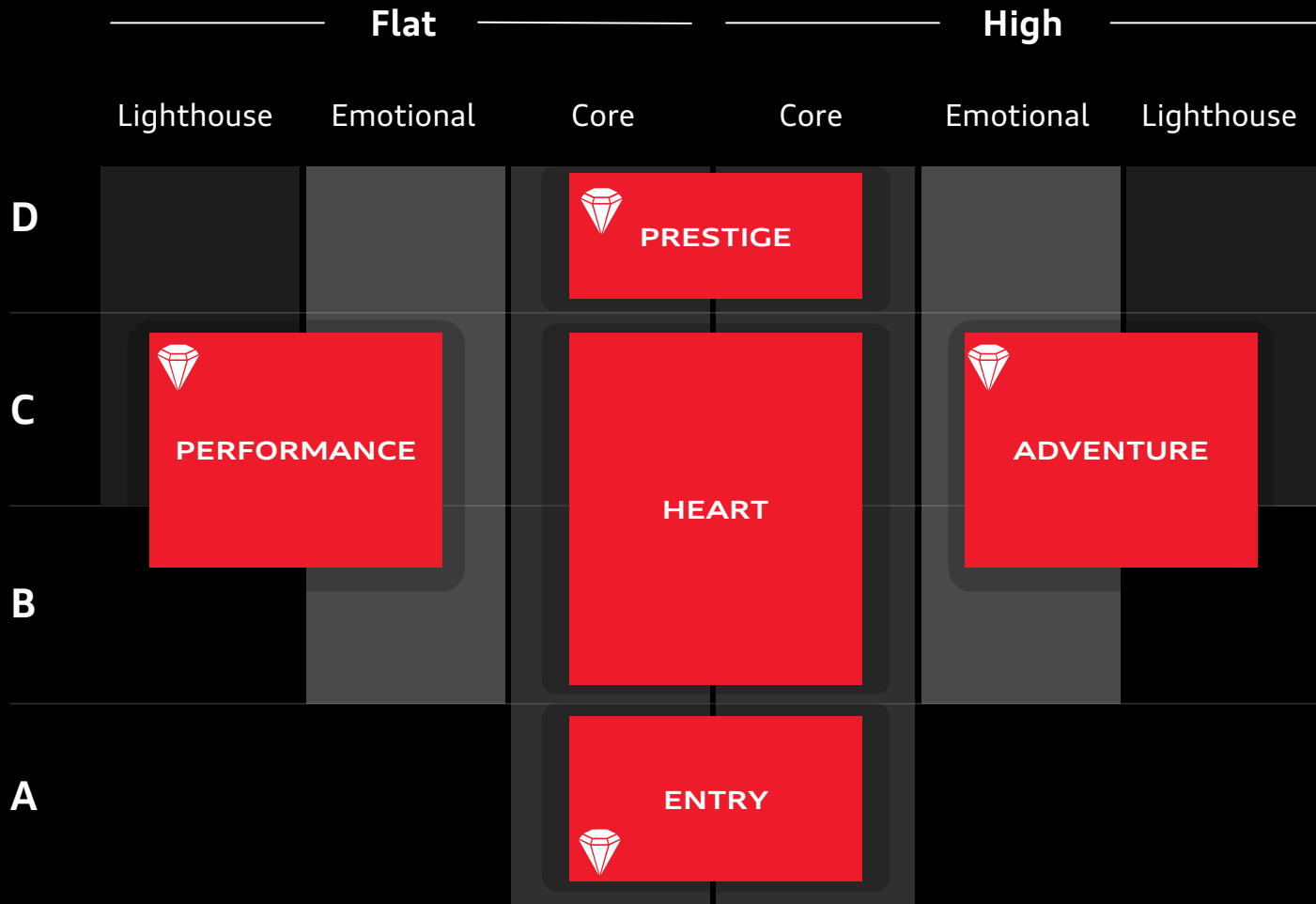
With sustainability beyond electrification

With design that makes “Vorsprung” felt at every touchpoint



Product – target portfolio

Focused BEV line-up to cover premium sweet spots and shine with icons



- > **9 core models** in target segments; strong segment coverage in the “sweet spot”
- > **Selected icons** increase **portfolio attractiveness** and **create brand desirability**
- > **Q6 e-tron** on PPE as first step to a wider **BEV model initiative**
- > Transition path ICE-BEV with all-new ICE generation, e.g. A5 on PPC, and **ability to act** in light of market conditions

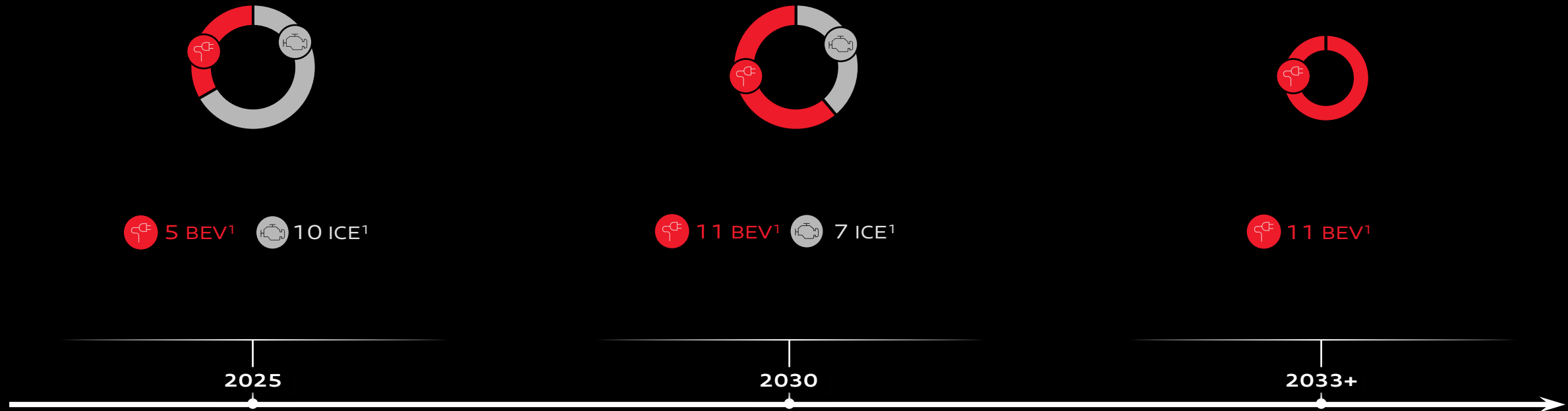


Icon

Indicative representation of Audi BEV FBU target portfolio logic

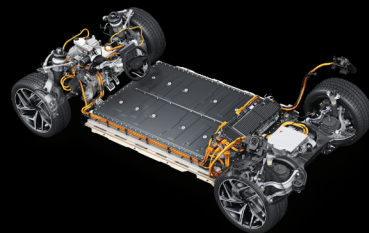
Product – gradual portfolio transformation

New ICE generation enables strategic flexibility during BEV transition

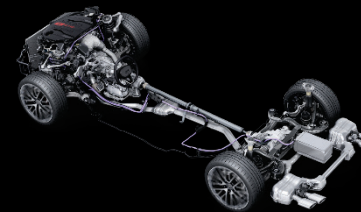


Differentiation

Product profiles to build competitive edge for differentiation



PPE¹

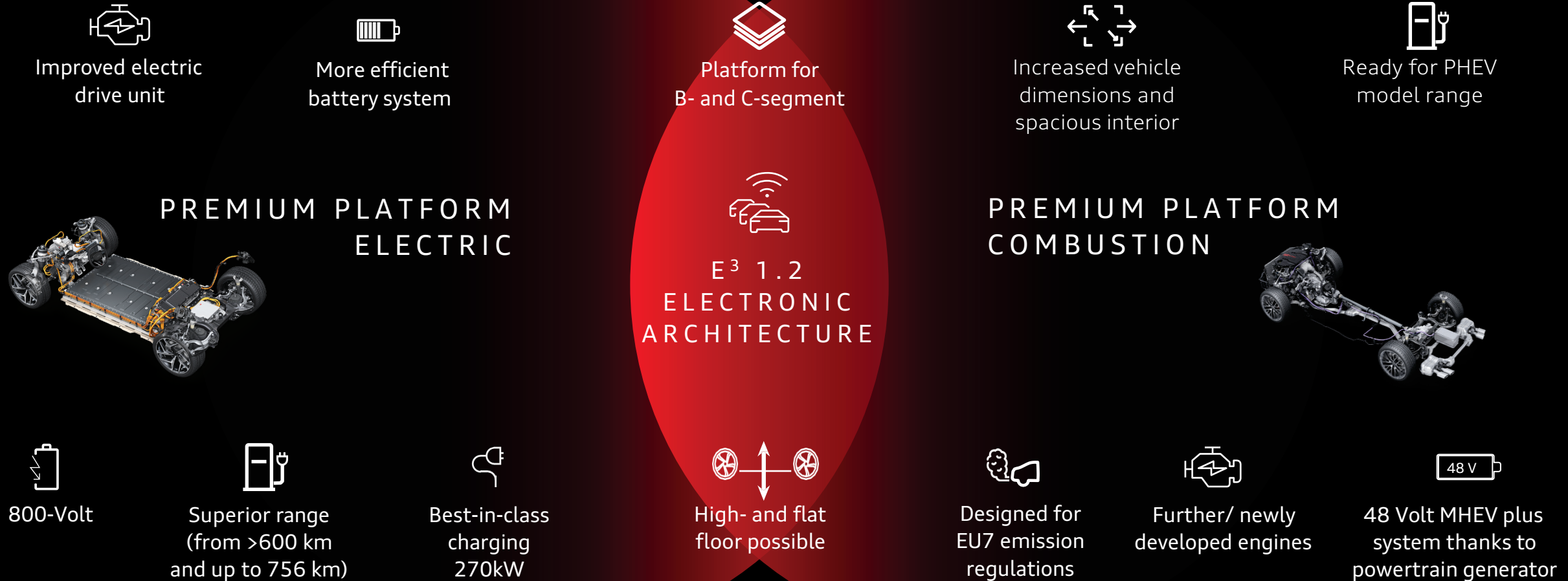


PPC¹

¹ PPE – Premium Platform Electric; PPC – Premium Platform Combustion

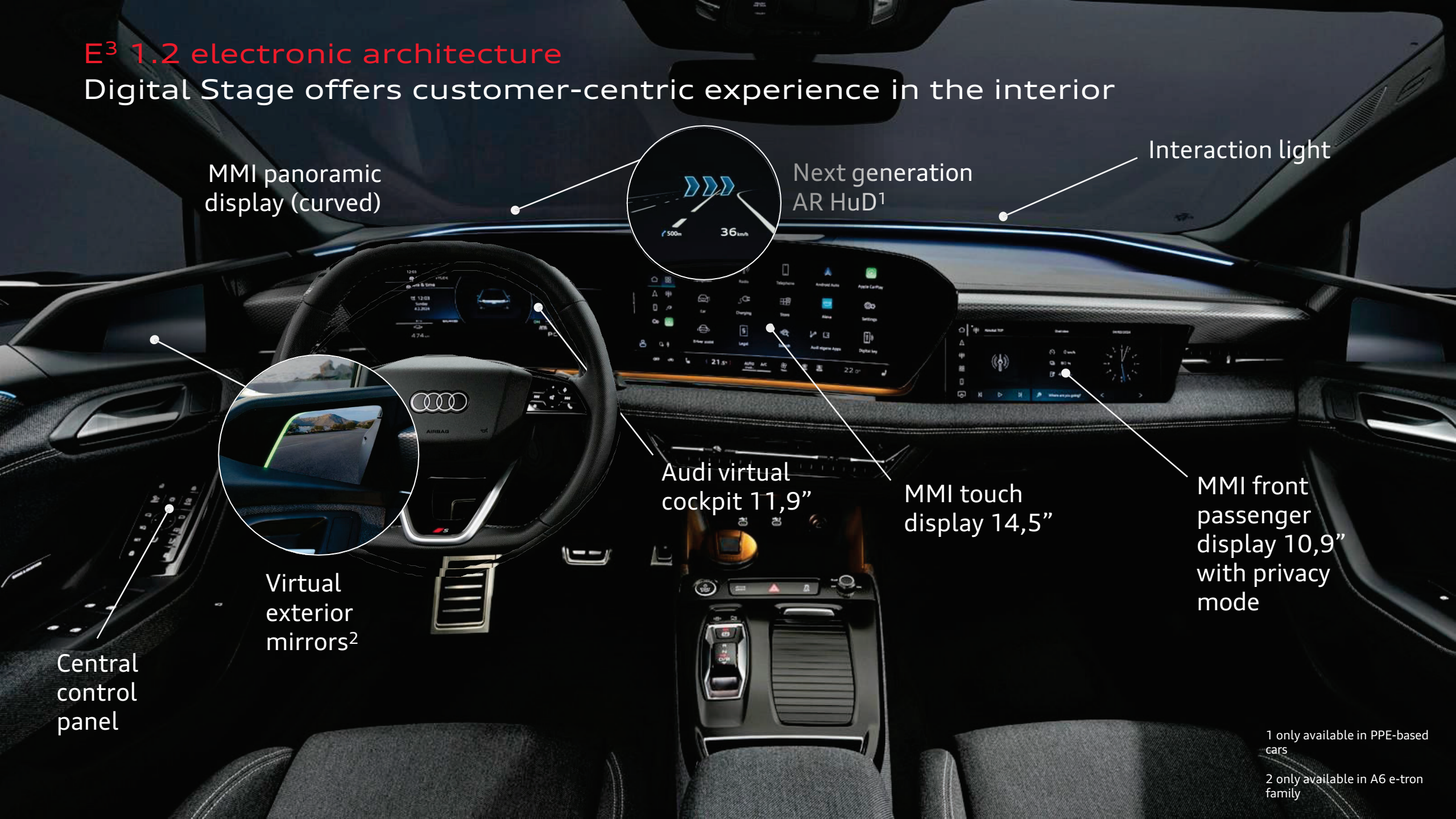
New platforms

PPE and PPC enable major portfolio updates in both BEV and ICE vehicles



E³ 1.2 electronic architecture

Digital Stage offers customer-centric experience in the interior



MMI panoramic display (curved)

Next generation AR HuD¹

Interaction light

Audi virtual cockpit 11,9"²

MMI touch display 14,5"²

MMI front passenger display 10,9" with privacy mode

Virtual exterior mirrors²

Central control panel

1 only available in PPE-based cars

2 only available in A6 e-tron family

2024 portfolio updates

This year Audi updated the core of the brand's portfolio in B & C segments

AUDI Q6 E-TRON



AUDI A6 E-TRON



AUDI A5



AUDI Q5



Audi Q6 e-tron quattro:
Electric power consumption
(combined): 19.6-17.0
kWh/100 km; CO₂ emissions
(combined): 0 g/km;
CO₂ class: A

Audi S6 Sportback e-tron:
Electric power consumption
(combined): 16.7-15.7
kWh/100 km; CO₂ emissions
(combined): 0 g/km;
CO₂ class: A

Audi A5 Sedan TFSI quattro:
Fuel consumption
(combined): 7.7-6.9 l/100
km; CO₂ emissions
(combined): 176-158 g/km;
CO₂ class: G-F

Audi Q5 TFSI quattro:
Fuel consumption
(combined): 7.6-6.8 l/100
km; CO₂ emissions
(combined): 174-154 g/km;
CO₂ class: F-E (provisional)

PPE

PPC

First steps taken

Since 09/2023, major decisions have been implemented

Selected Examples



Product launches
simplified; long-term
target portfolio defined



Brand Model with
Vorsprung durch
Technik at the core



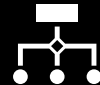
2-partner strategy in
China defined including
dedicated vehicle projects



Cross-brand
SDV hub
established



Profit improvements via
Performance Program 14
(cost and revenue)



Efficient corporate
steering



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