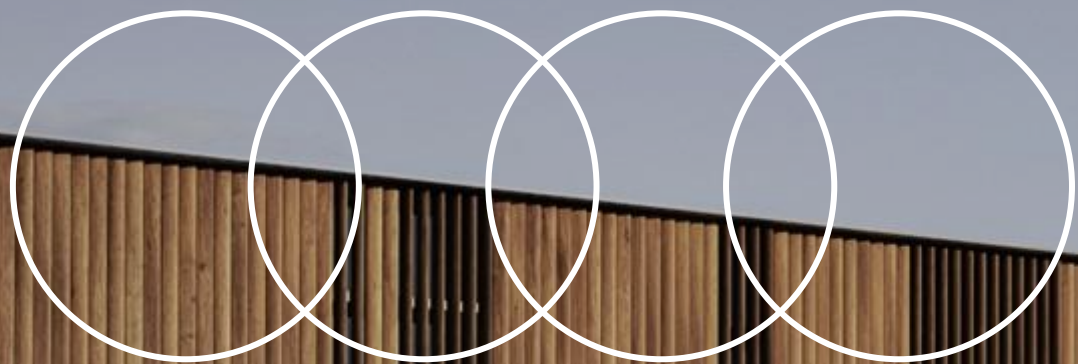


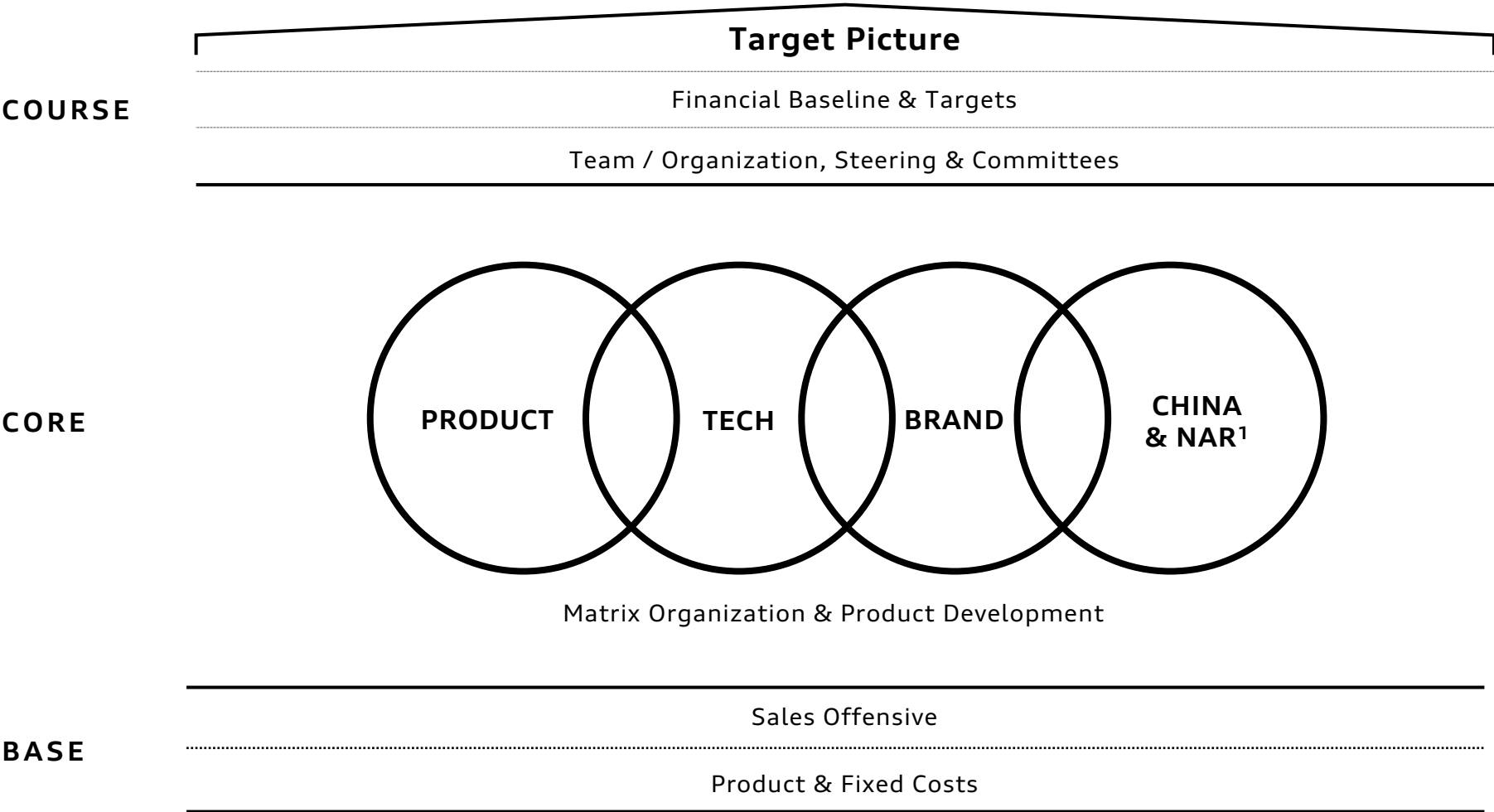


AUDI GROUP MEETS METZLER

May 23rd, 2025 | Dr. Daniel Kauer - General Secretary and Head of Corporate Strategy

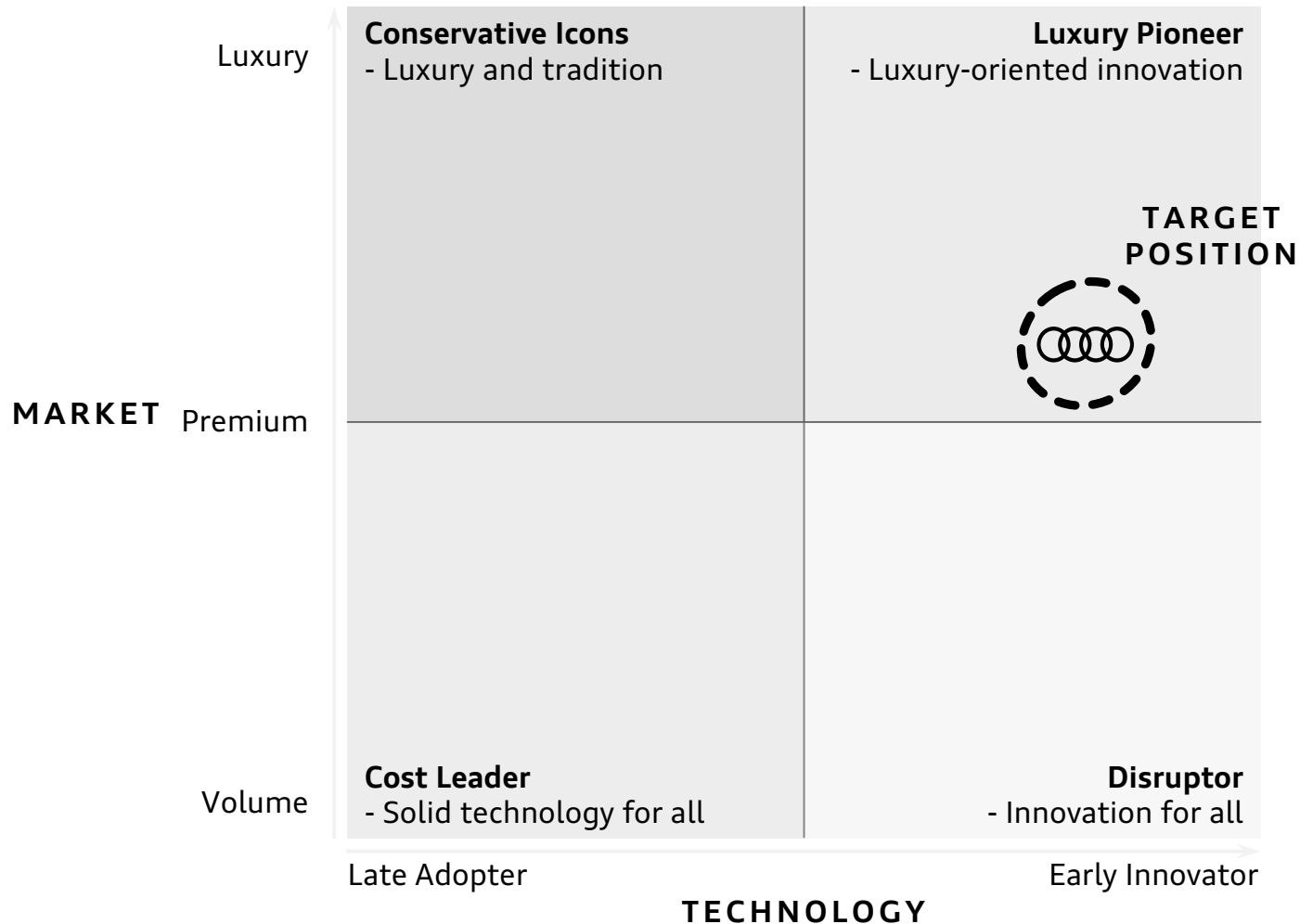


Audi Agenda addresses essential performance drivers



¹ USA & Canada

Target position lies in progressive premium with technological edge



PREMIUM POSITIONING

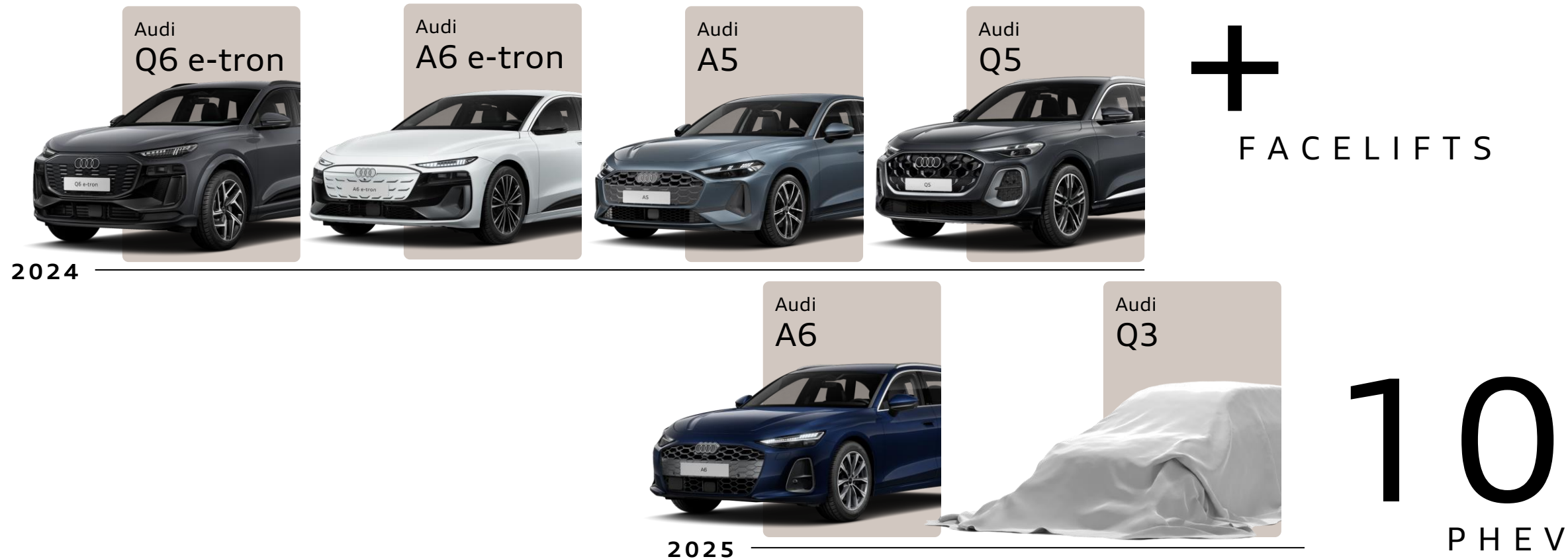
- › Focus **on pioneer role in progressive premium**
- › **Clear distinction from** luxury segment
- › Reduction of **series complexity**

TECHNOLOGY SPIKES

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



The biggest product initiative in the Audi history is underway



By the end of 2025, Audi will offer a comprehensive core portfolio¹ addressing a wide range of segments with a balanced drive mix

SEGMENT	ICE	PHEV	BEV
A0	 A1 SB  Q2 / SQ2		
A	 A3 incl. S3 / RS 3  Q3 SUV / SB	 A3 PHEV  Q3 SUV / SB PHEV	 Q4 e-tron SUV / SB
B	 A5 / S5 Sedan / Avant  Q5 SUV / SB	 A5 Sedan / Avant PHEV  Q5 SUV / SB PHEV  RS 5 Sedan / Avant PHEV	 Q6 / SQ6 SUV / SB e-tron
C	 A6 Sedan / Avant  Q7 / SQ7  Q8 / SQ8 / RS Q8	 A6 Sedan / Avant PHEV  Q7 PHEV  Q8 PHEV	 e-tron GT / RS e-tron GT  A6 / S6 e-tron SB / Avant
D	 A8 / S8	 A8 PHEV	

¹ China-specific models not depicted. SB = Sportback.

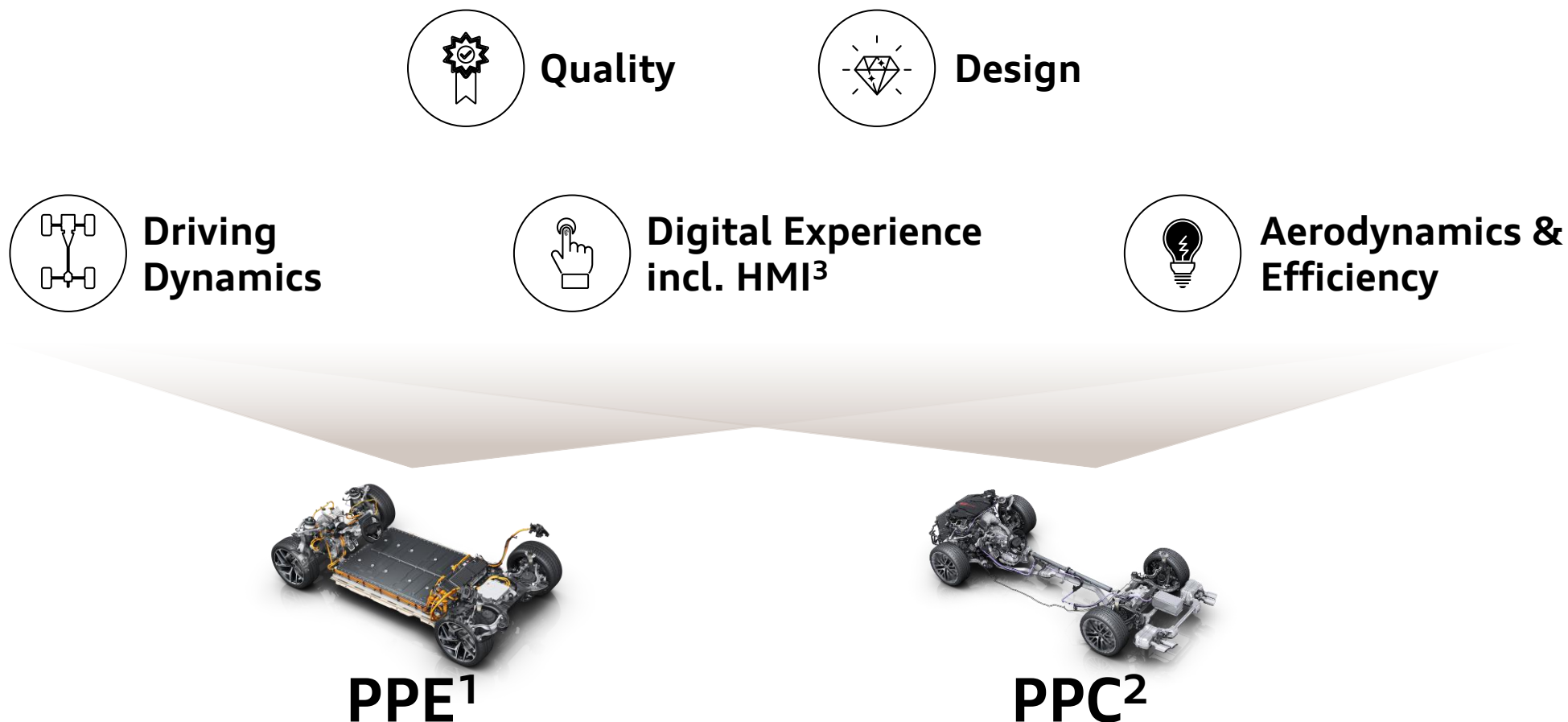


In China, Audi is launching a market-specific portfolio of ICE and BEV models as well as the new AUDI brand

SHANGHAI MOTOR SHOW PREMIERES

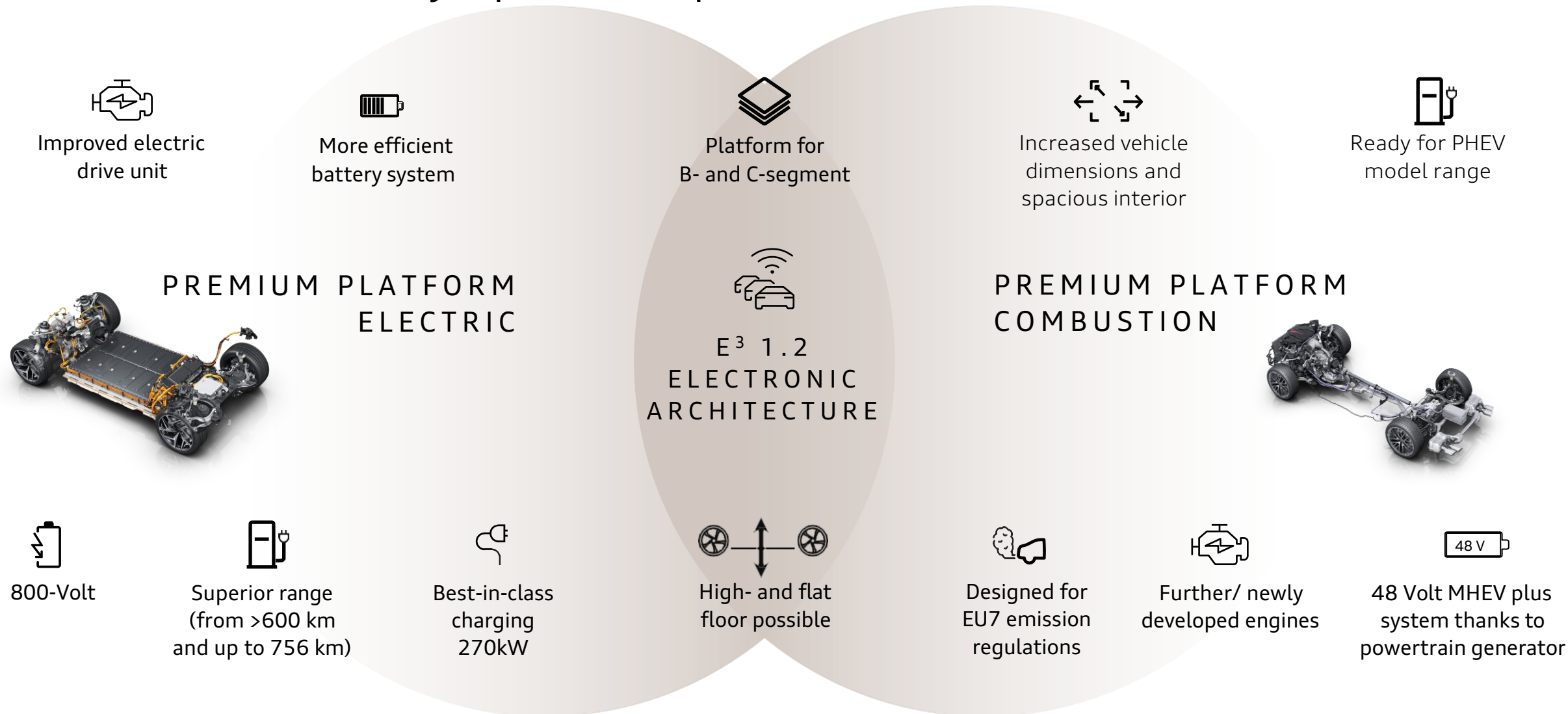


Differentiation in front of customers based on distinct Audi characteristics

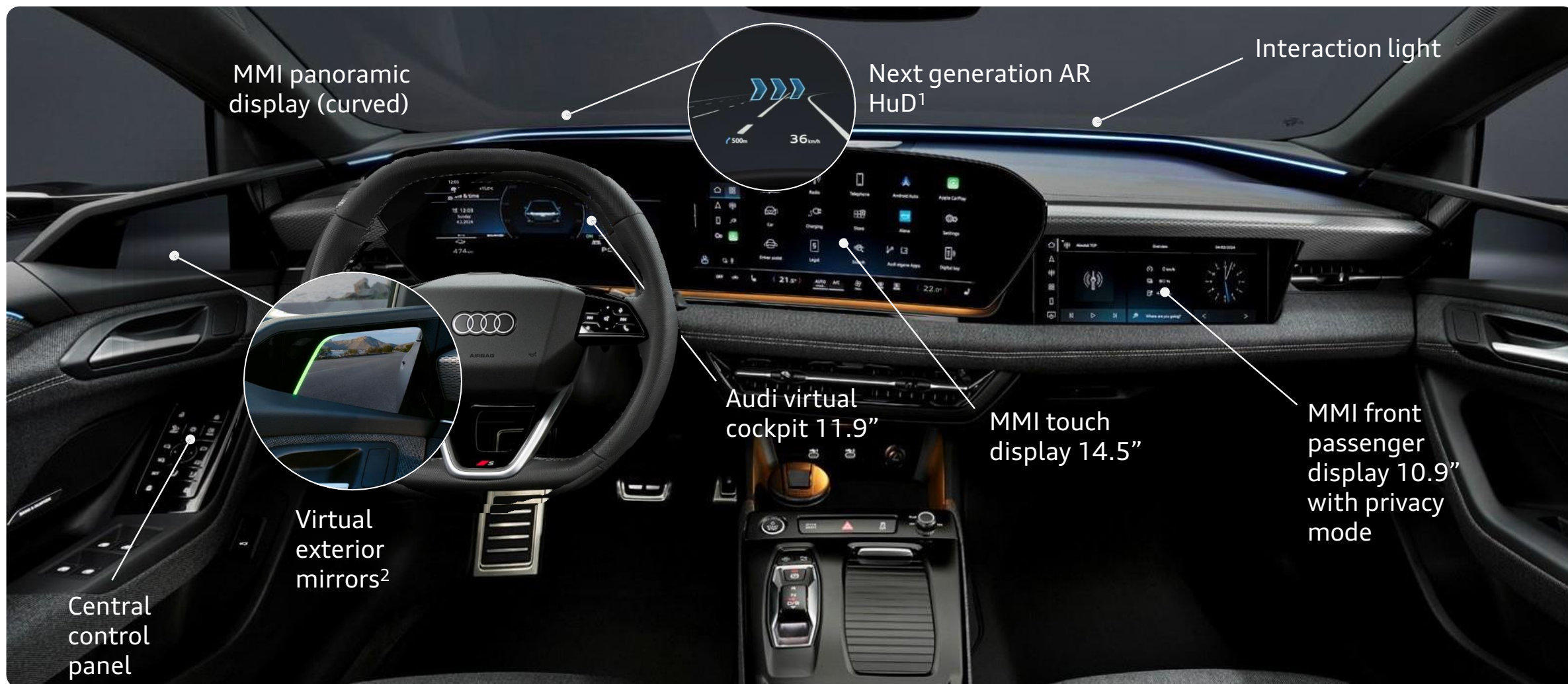


¹ PPE – Premium Platform Electric; ² PPC – Premium Platform Combustion; ³ Human-Machine Interface

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

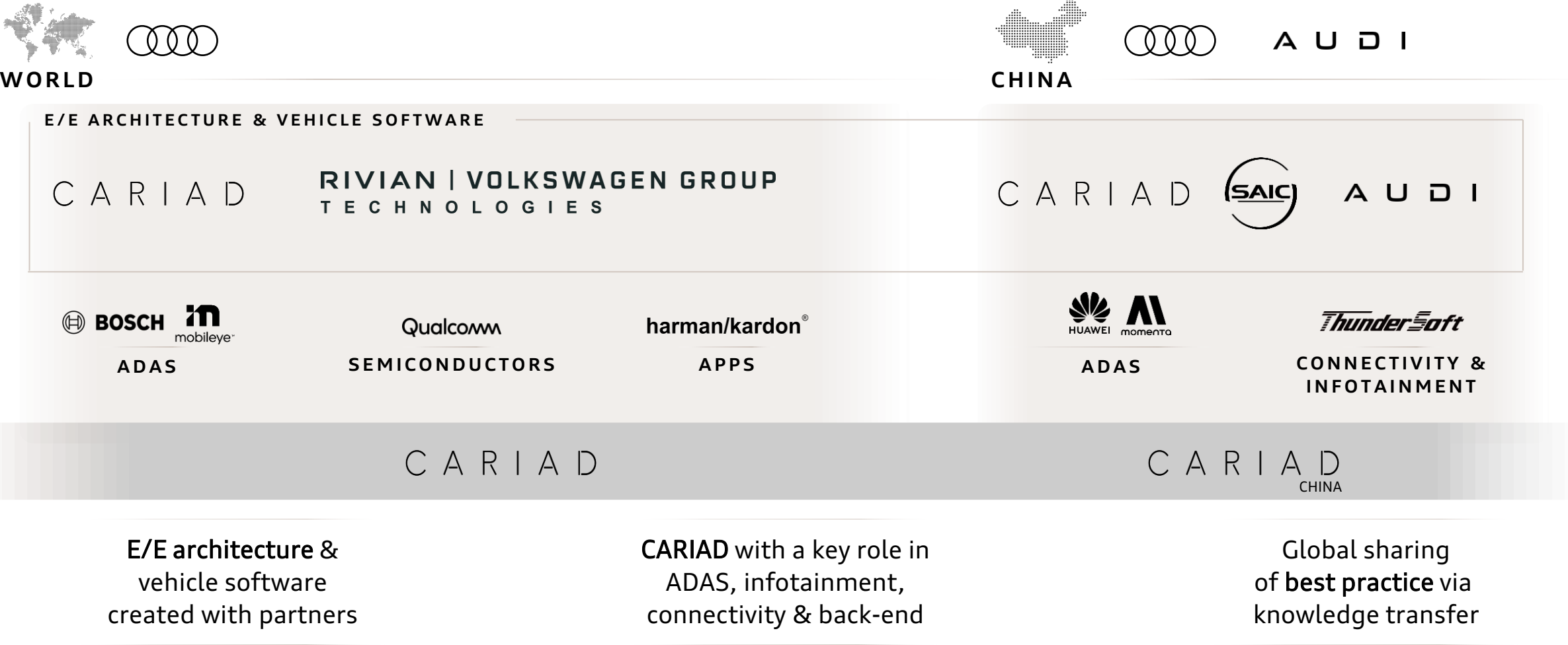


Digital Stage offers customer-centric experience in the interior



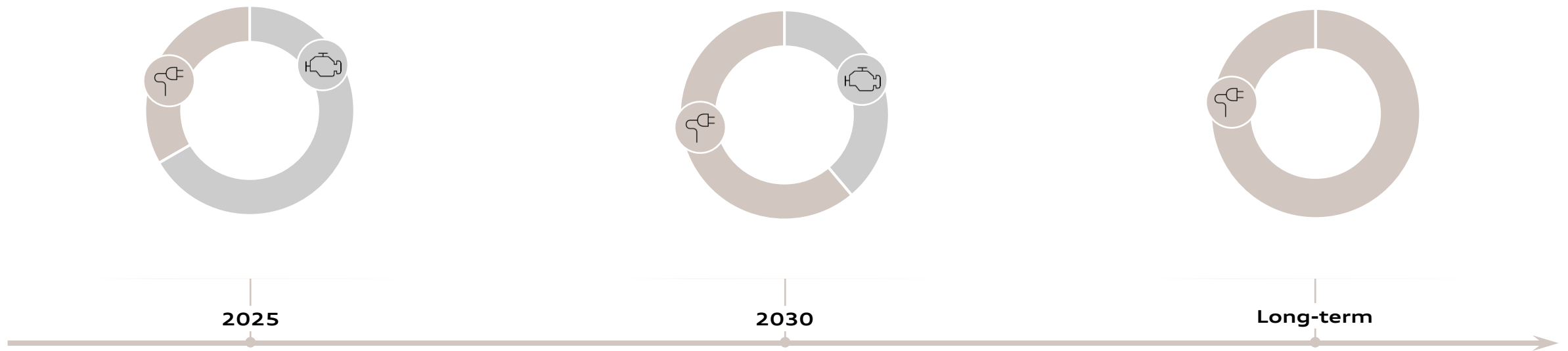


Streamlined CARIAD governance and collaboration approach globally and in China enable superior customer functions and reduced time-to-market

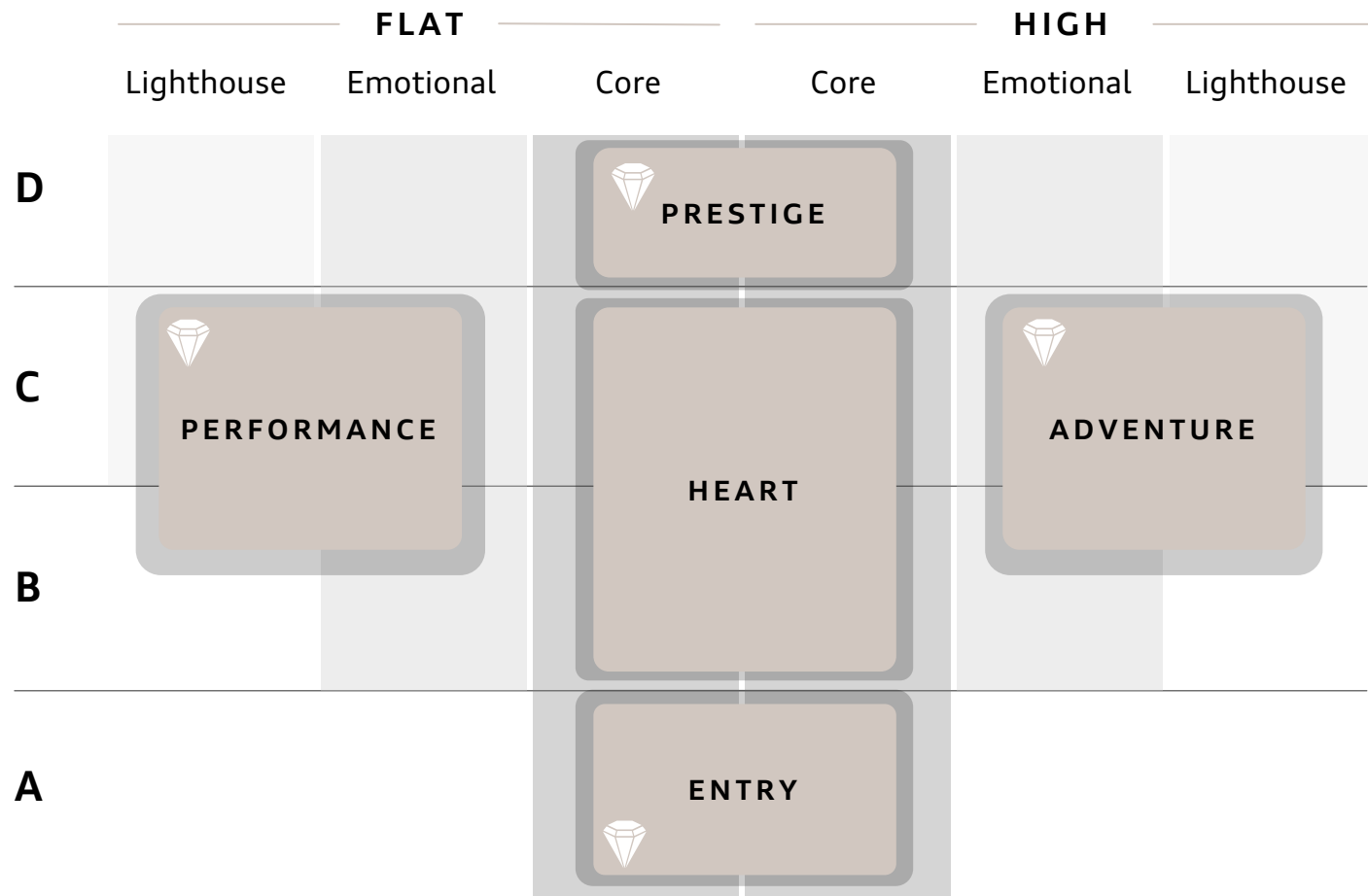




Portfolio and drive train mix enable strategic flexibility during BEV transition



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



- › **Dedicated core models** in target segments; strong coverage of the “sweet spot”
- › **Selected icons** to increase **portfolio attractiveness** and create **brand desirability**
- › **Q6 e-tron** and **A6 e-tron** on Premium Platform Electric (PPE) as pioneers to a wider **BEV model initiative**
- › Transition path ICE-BEV with all-new ICE generation, e.g. A5 on PPC, and **strategic flexibility** according to market conditions

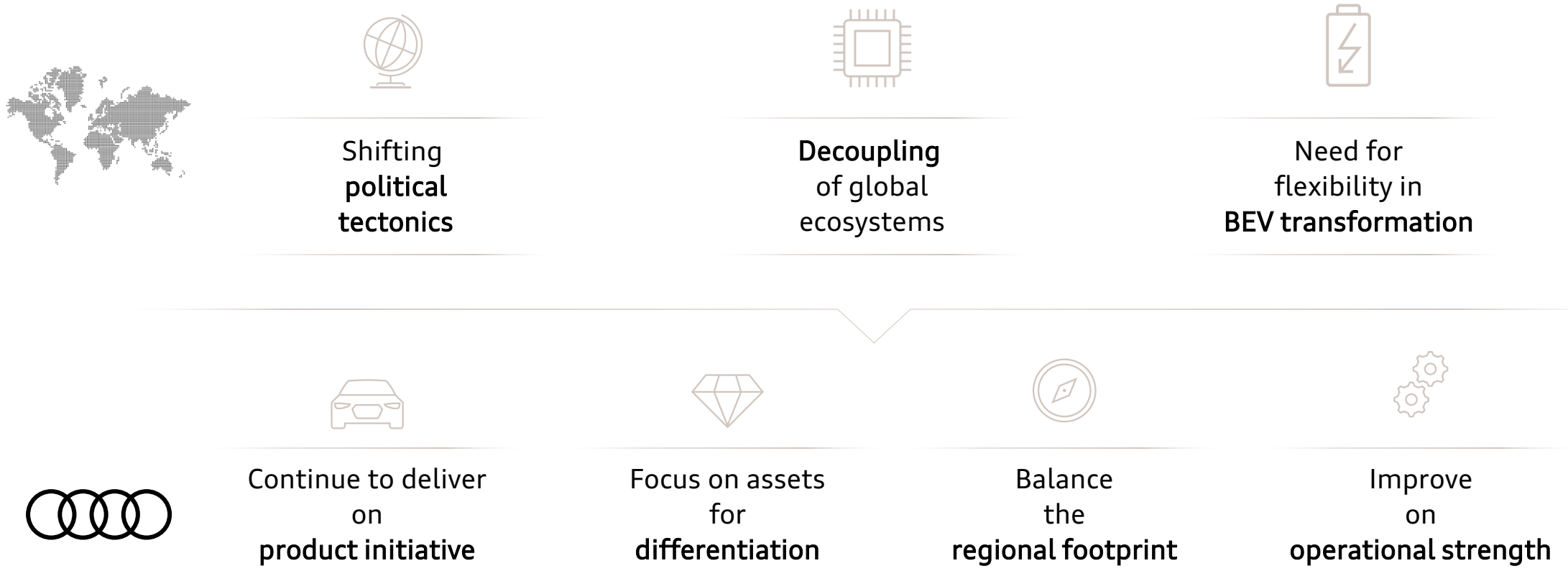


Icon

Indicative representation of Audi BEV FBU target portfolio logic



Audi on a clear path to reinforce market position





VORSPRUNG DURCH TECHNIK