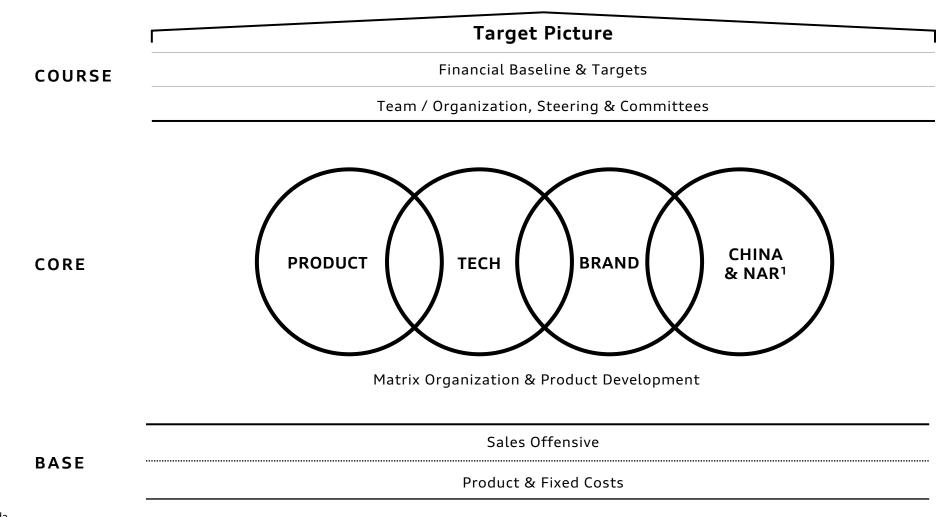


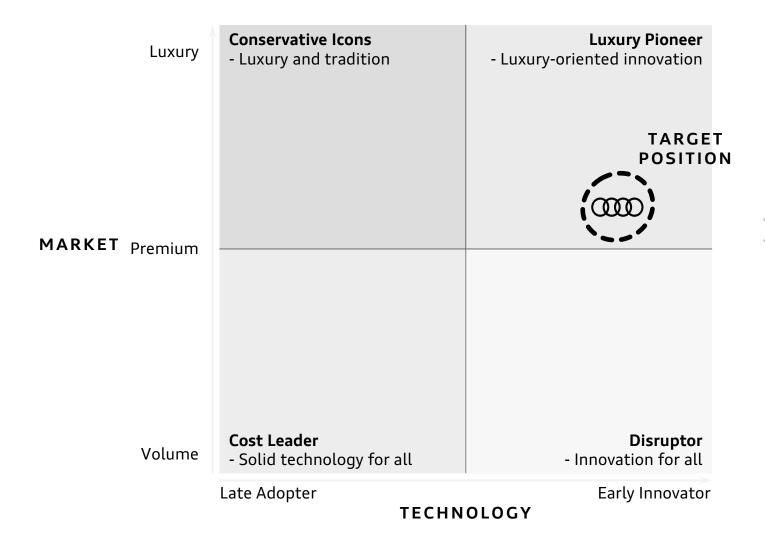


Audi Agenda addresses essential performance drivers





Target position lies in progressive premium with technological edge



PREMIUM POSITIONING

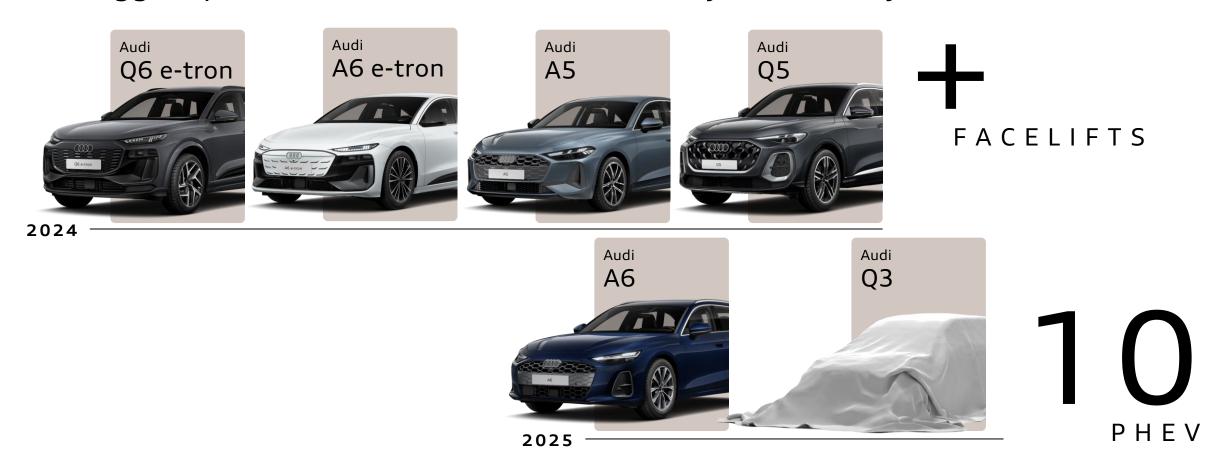
- Focus on pioneer role in progressive premium
- Clear distinction from luxury segment
- Reduction of series complexity

TECHNOLOGY SPIKES

- Re-conquering ofVorsprung durch Technik
- Most progressive company with focus on technology
- Clear direction for product differentiation

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The biggest product initiative in the Audi history is underway



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

					Wide failige of segiments with a satarreed arrive finx					
ICE —		PHEV -		BEV —						
A1 SB	Q2 / SQ2									
A3 incl. S3 / RS 3	Q3 SUV / SB	A3 PHEV	Q3 SUV / SB PHEV	Q4 e-tron SUV / SB						
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						
A6 Sedan / Avant 07 / S07	08 / 508 / RS 08	A6 Sedan / Avant 07 I	PHEV OS PHEV	e-tron GT / RS e-tron GT	A6 / S6 e-tron					
	40 / 340 / N3 40	PHEV	COLLEY	e don di 7 k3 e don di	SB / Avant					
	A1 SB A3 incl. S3 / RS 3	A1 SB Q2 / SQ2 A3 incl. S3 / RS 3 Q3 SUV / SB A5 / S5 Sedan / Avant Q5 SUV / SB A6 Sedan / Avant Q7 / SQ7 Q8 / SQ8 / RS Q8	A1 SB Q2 / SQ2 A3 incl. S3 / RS 3 Q3 SUV / SB A3 PHEV A5 / S5 Sedan / Avant Q5 SUV / SB A5 Sedan / Avant PHEV RS 5 Sedan / Avant PHEV A6 Sedan / Avant Q7 / SQ7 Q8 / SQ8 / RS Q8 A6 Sedan / Avant PHEV	A1 SB Q2 / SQ2 A3 incl. S3 / RS 3 Q3 SUV / SB A3 PHEV Q3 SUV / SB PHEV A5 / S5 Sedan / Avant Q5 SUV / SB A5 Sedan / Avant PHEV RS 5 Sedan / Avant PHEV A6 Sedan / Avant Q7 / SQ7 Q8 / SQ8 / RS Q8 A6 Sedan / Avant PHEV Q8 PHEV Q8 PHEV	A1 SB Q2 / SQ2 A3 incl. S3 / RS 3 Q3 SUV / SB A3 PHEV Q3 SUV / SB PHEV Q4 e-tron SUV / SB A5 / S5 Sedan / Avant Q5 SUV / SB PHEV R5 5 Sedan / Avant PHEV Q6 / SQ6 SUV / SB e-tron A6 Sedan / Avant Q7 / SQ7 Q8 / SQ8 / RS Q8 A6 Sedan / Avant PHEV Q7 PHEV Q8 PHEV e-tron GT / RS e-tron GT					

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

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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



Quality



Design





Digital Experience incl. HMI³



Aerodynamics & Efficiency

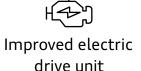




¹ PPE – Premium Platform Electric; ² PPC – Premium Platform Combustion; ³ Human-Machine Interface



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





More efficient battery system



Platform for B- and C-segment



Increased vehicle dimensions and spacious interior







E³ 1.2 ELECTRONIC ARCHITECTURE









Superior range (from >600 km and up to 756 km)



Best-in-class charging 270kW



High- and flat floor possible



Designed for EU7 emission regulations



Further/ newly developed engines



48 Volt MHEV plus system thanks to powertrain generator

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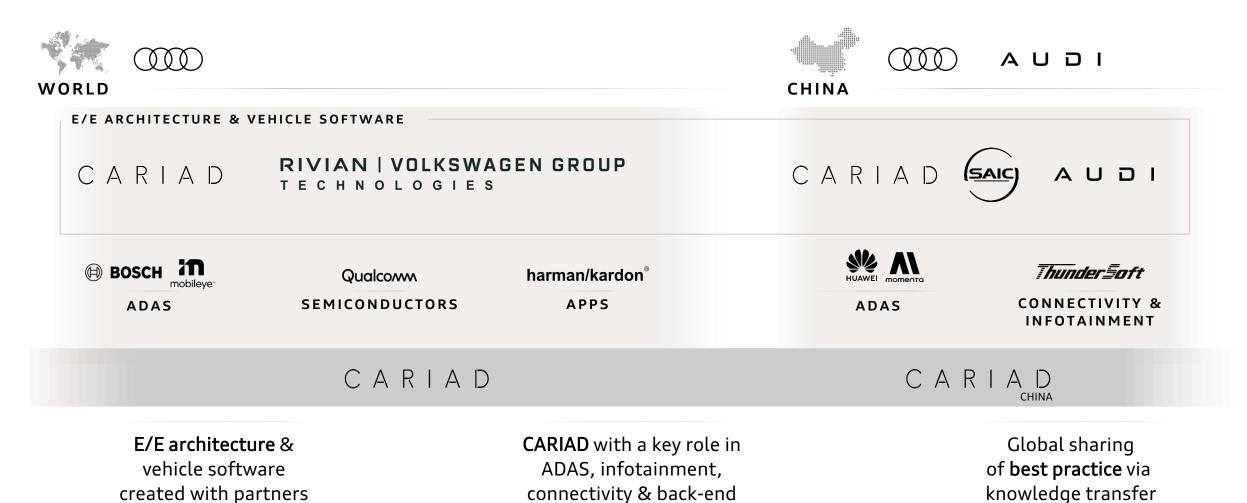
Digital Stage offers customer-centric experience in the interior



1 only available in PPE-based cars; 2 only available in A6 e-tron family

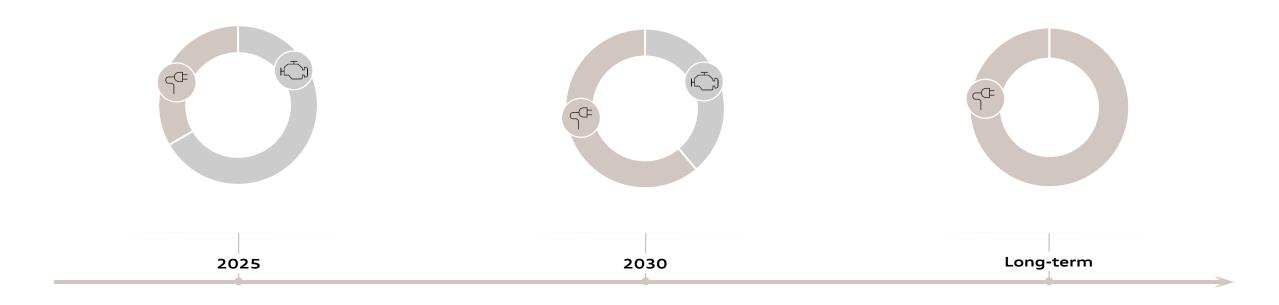


Streamlined CARIAD governance and collaboration approach globally and in China enable superior customer functions and reduced time-to-market



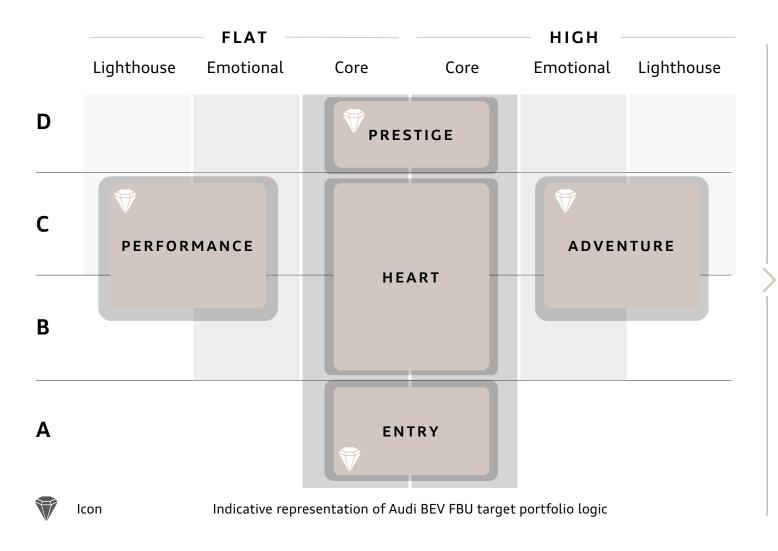


Portfolio and drive train mix enable strategic flexibility during BEV transition



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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



Audi on a clear path to reinforce market position





Shifting political tectonics



Decoupling of global ecosystems



Need for flexibility in BEV transformation



Continue to deliver on product initiative



Focus on assets for differentiation



Balance the regional footprint



Improve on **operational strength**



