

Meeting with Société Générale fieldtrip group

Ingolstadt, June 19, 2018



Anton Poll

Head of Financial Communication/ Analysis, AUDI AG

Agenda

13.00 – 13.45

Snapshot on Sales & Financials

Anton Poll, Head of Financial Communication/Analysis, AUDI AG

Presentation on Digitalization in Production

Michael Breme, Production and Facility/ Construction Planning Director, AUDI AG

Q&A

13.45 – 15.00

Tour through Montage-Technikum (incl. transfer)

Dr. Henning Löser and Thomas Schraml, Technology Development
Production Assistance Systems, AUDI AG

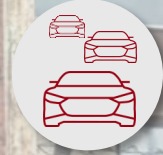
15.15 – 16.15

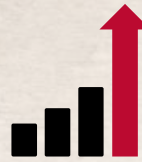
Plant tour



significant growth worldwide

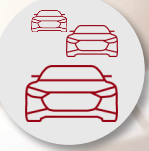
Deliveries



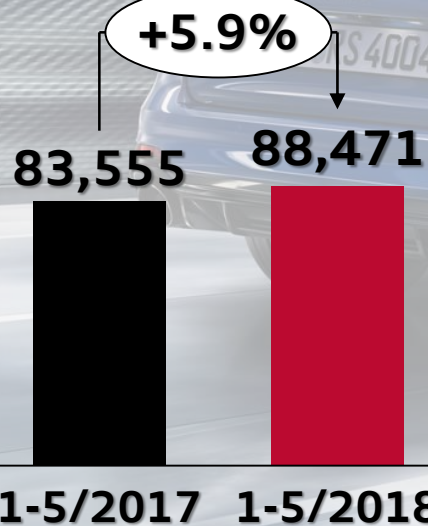
 **+6.4%**



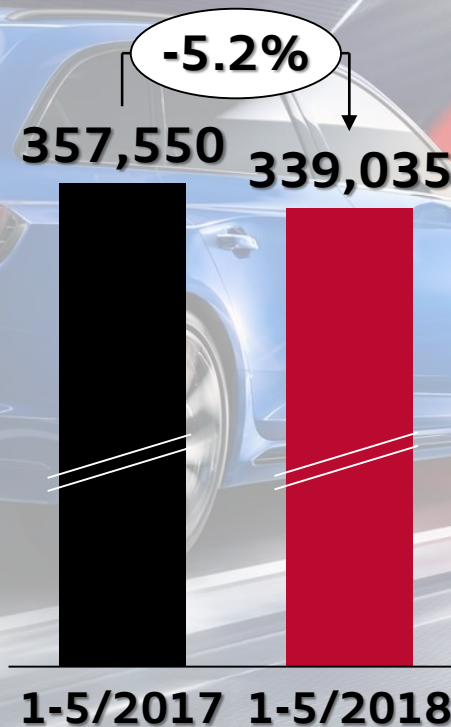
China & USA drive growth



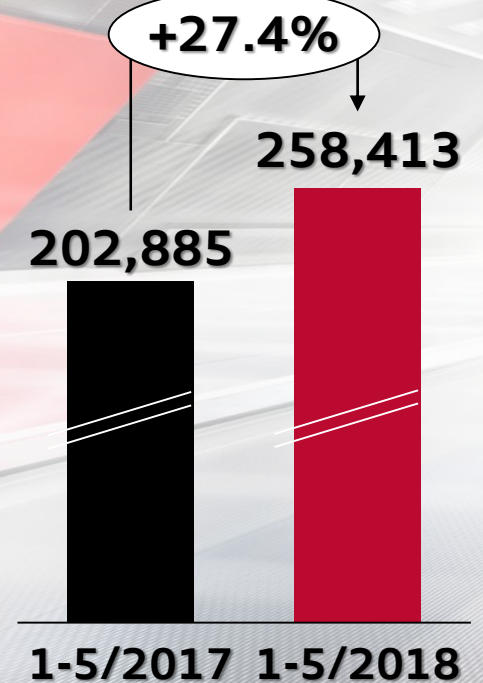
USA



Western Europe



China



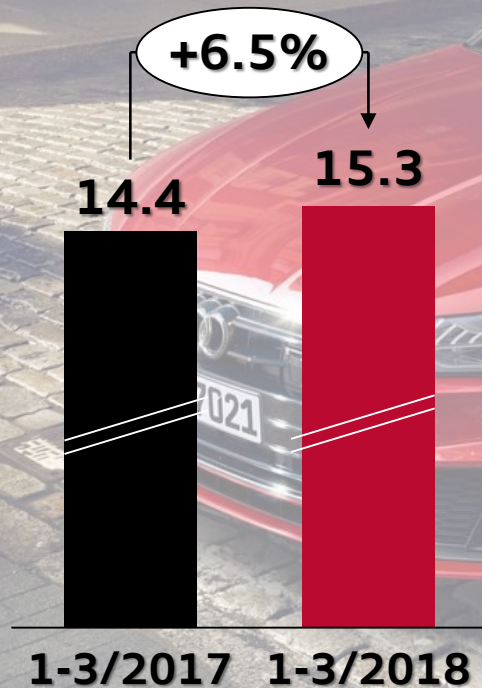
Deliveries

good start to the year



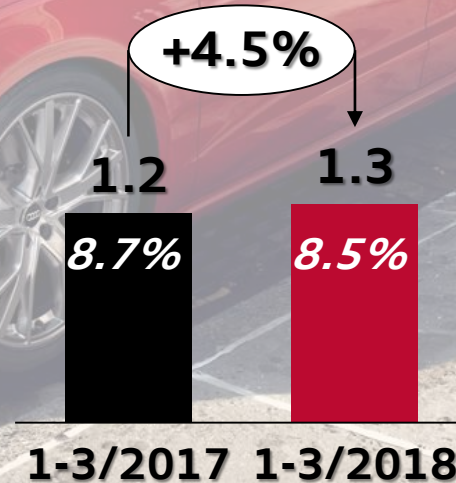
Revenue
significantly above
prior year

billion euros



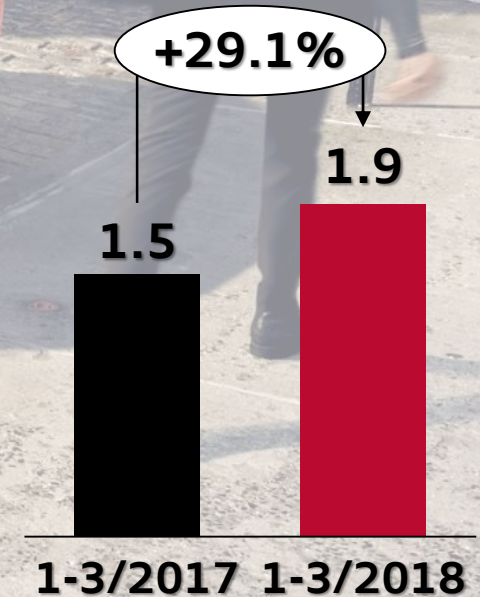
Operating profit
significantly above
prior year

billion euros



Net cash flow
impressive financial
strength

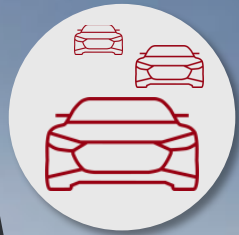
billion euros



Q1/2018

Deliveries

Audi brand



at
prior year
level

Revenue

slight
increase



Outlook
2018



between
8 and 10%

between
2.7 and 3.2
billion euros



Operating margin

Net cash flow

more than 20 launches in 2018

new products

e-tron
Q3 A1

A6

Urus

Q8

...and many
more to come



presented at Audi China Summit

Audi Q8



attracts young customers

Audi A1



highlight in 2018

Audi e-tron



>8,000
pre-orders

defines new premium

Audi.Vorsprung.
2025.



Audi.Vorsprung.
2025.

defines new premium

By 2025, Audi makes upfront expenditure of approx. €40bn.
for digital, electric and autonomous mobility



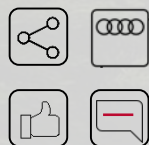
**One Digital
Platform**



Advanced electronic end-to-
end-architecture
E³-architecture



**Digitizing
Audi**



**e-tron/
PHEV**



EV architectures
MEB/PPE



Fuel cell



Aicon



**Autonomous
Driving**



Vision for the future
Pop.Up



Audi.Vorsprung.
2025.

defines new premium

By 2025, Audi makes upfront expenditure of approx. €40bn.
for digital, electric and autonomous mobility



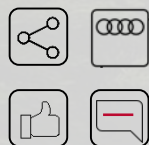
**One Digital
Platform**



Advanced electronic end-to-end-architecture
E³-architecture



**Digitizing
Audi**



**e-tron/
PHEV**



EV architectures
MEB/PPE



Fuel cell



Aicon



**Autonomous
Driving**



Vision for the future
Pop.Up



Audi in 2025



Upfront expenditure of approx. €40 bn. for digital, electric and autonomous mobility by 2025



Operating profit from **new business models** of €1 bn.



Action and Transformation Plan frees up at least €10 bn. by 2022 already



Securing a **margin** between 8 and 10% over the long term

Future topics



A black and white photograph of a man in a factory setting, holding a small object, with a network overlay.

THE DIGITALIZATION OF PRODUCTION AT AUDI

How humans and intelligent technologies will
complement each other in the factory of the future

Michael Breme

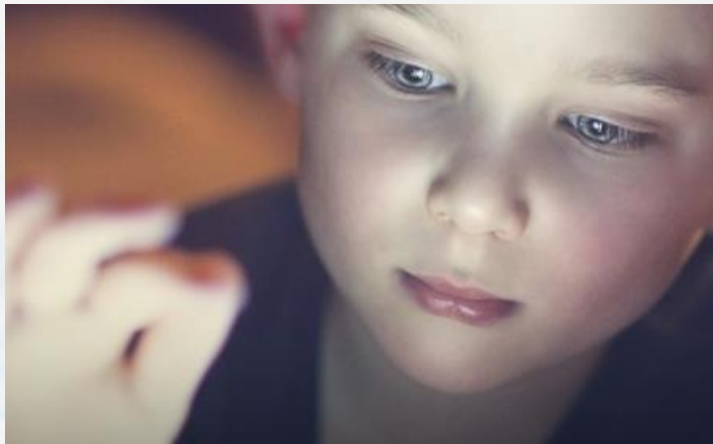
Head of Production and Plant Planning
AUDI AG

GLOBAL MEGATRENDS

CHALLENGES FOR AUDI



Digitalization



Sustainability



Urbanization



GLOBAL MEGATRENDS

CHALLENGES FOR AUDI



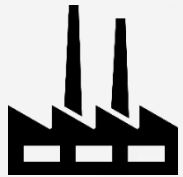
Digitalization



Sustainability

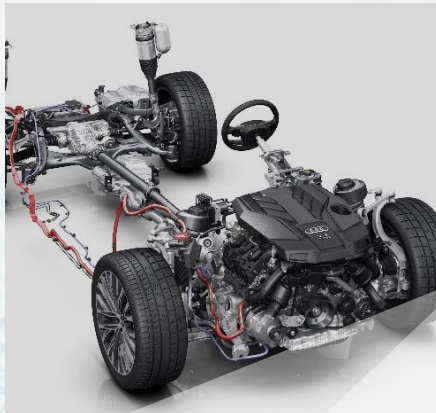


Urbanization



CHALLENGES FOR PRODUCTION AT AUDI

Various drive systems



New technologies



Derivatization



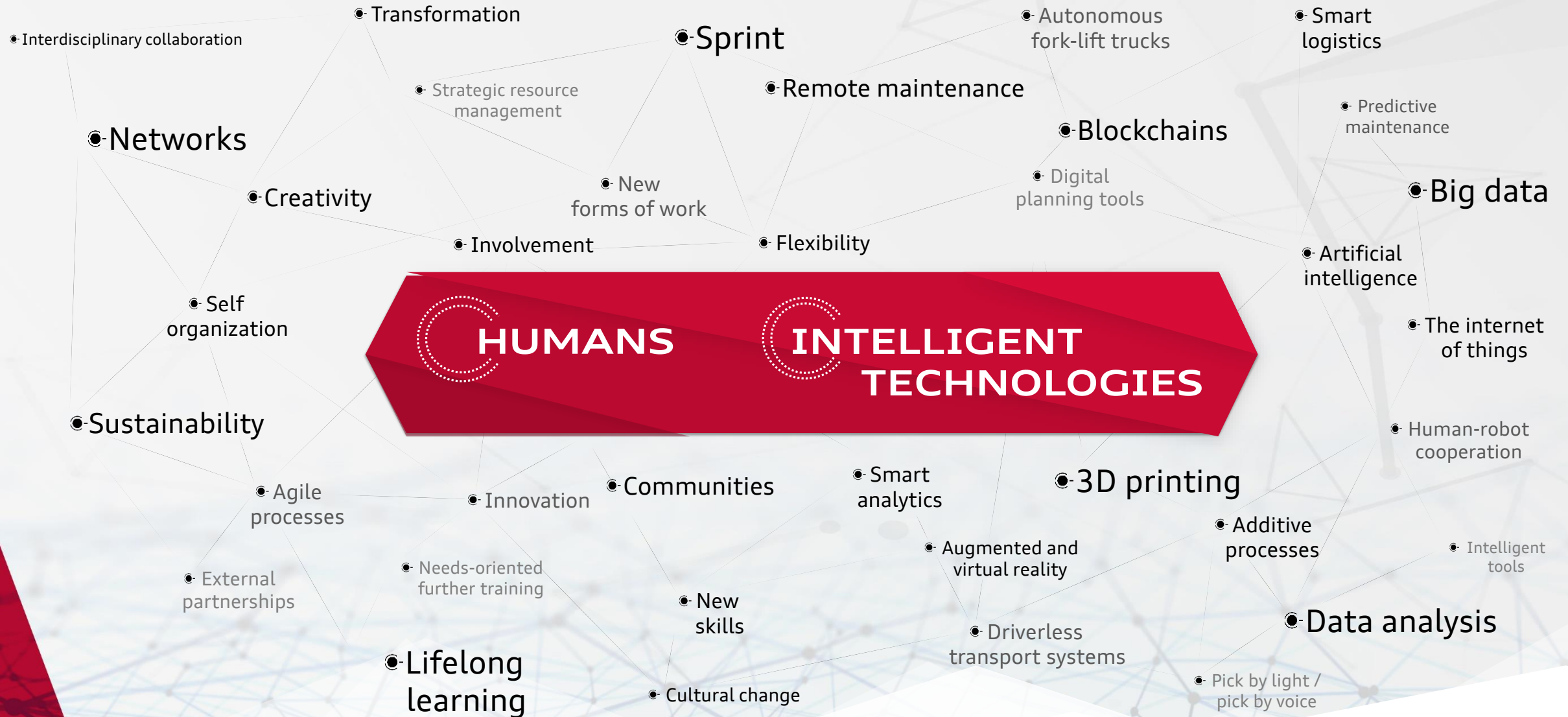
Internationalization



Changed customer expectations



THE CHANGING WORLD OF WORK



THE DIGITALIZATION OF PRODUCTION AT AUDI



HUMANS



INTELLIGENT
TECHNOLOGIES



PLANNING

VR holodeck

Digital planning assistant



LOGISTICS

Audi fleet manager



PRESS SHOP

Crack recognition in the press shop



BODY SHOP



PAINT SHOP

Partial matting

Overspray-free painting



ENGINE SHOP

Production of electric motors



ASSEMBLY

Human-robot collaboration

Automatic electronics
commissioning

AI in assembly

CULTURAL PROCESS

AN AGILE STRATEGY AND CULTURE PROCESS





THE DIGITALIZATION OF PRODUCTION AT AUDI

How humans and intelligent technologies will
complement each other in the factory of the future

Audi Investor Relations



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Consequently, a negative impact relating to ongoing claims or investigations, any 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, 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.

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