

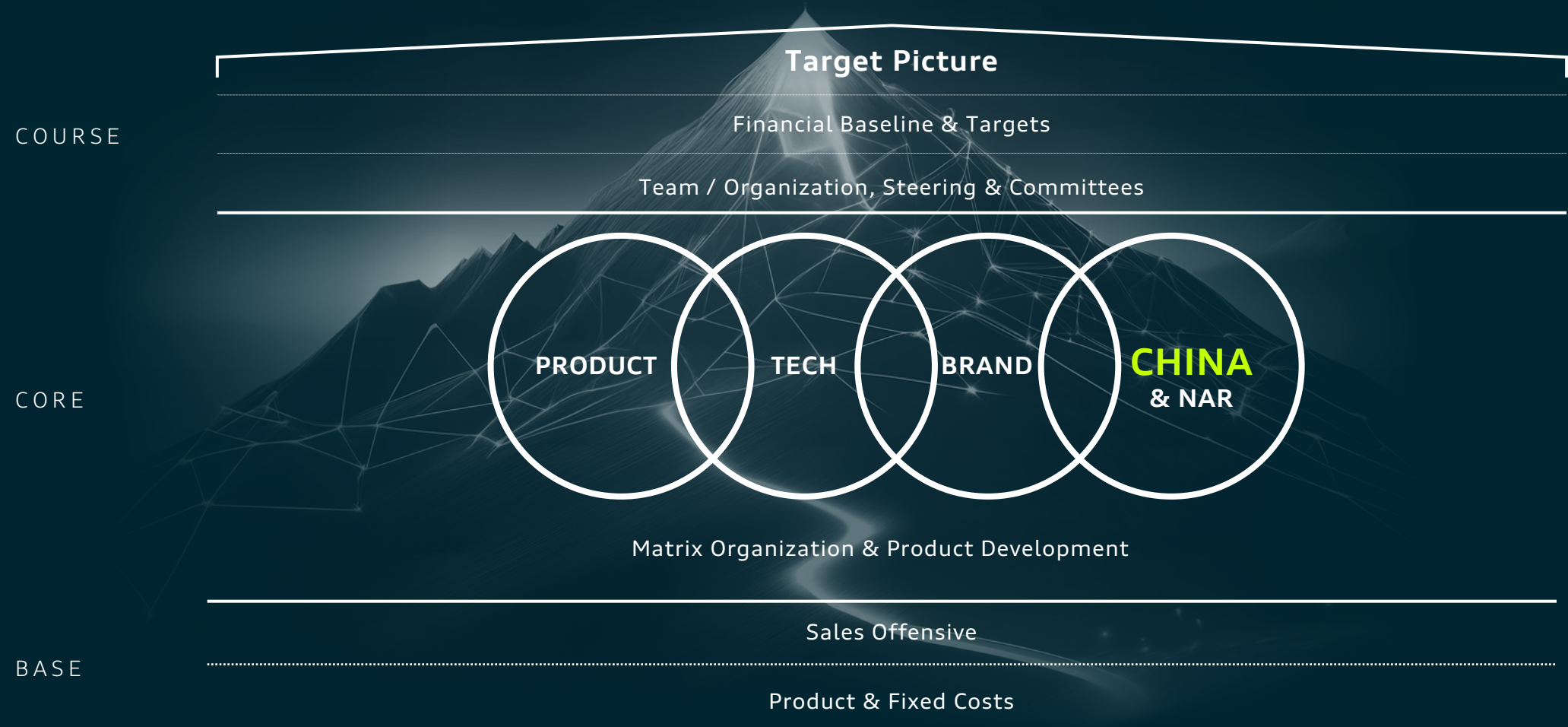
Johannes Roscheck

罗英瀚

President of Audi China
大众汽车集团管理董事会主席

Audi Agenda

Audi addresses essential performance drivers – China as a major pillar



Audi's history in China

Audi with a strong heritage and clear commitment to China



115 years of innovation

Over 35 years of pioneering history in China

1st

International premium OEM in China

1st

To adapt product portfolio to
Chinese customer's needs

1st

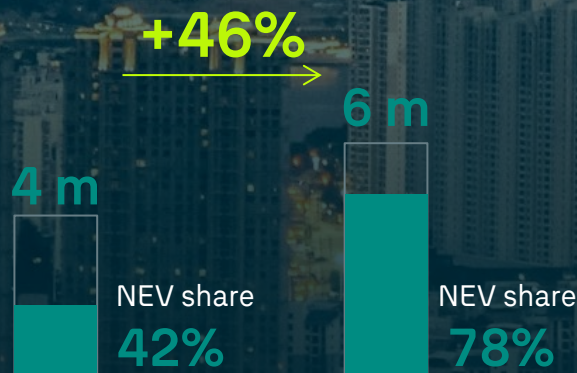
To start co-development
with a Chinese OEM

We expect strong growth in the Chinese premium car market in the long term

Growth drivers: NEV, Tier 1-3 cities and B-/C-segments

2024 → 2030

Premium market*



by 2030

85-95%

of premium market*
in Tier 1-3 cities

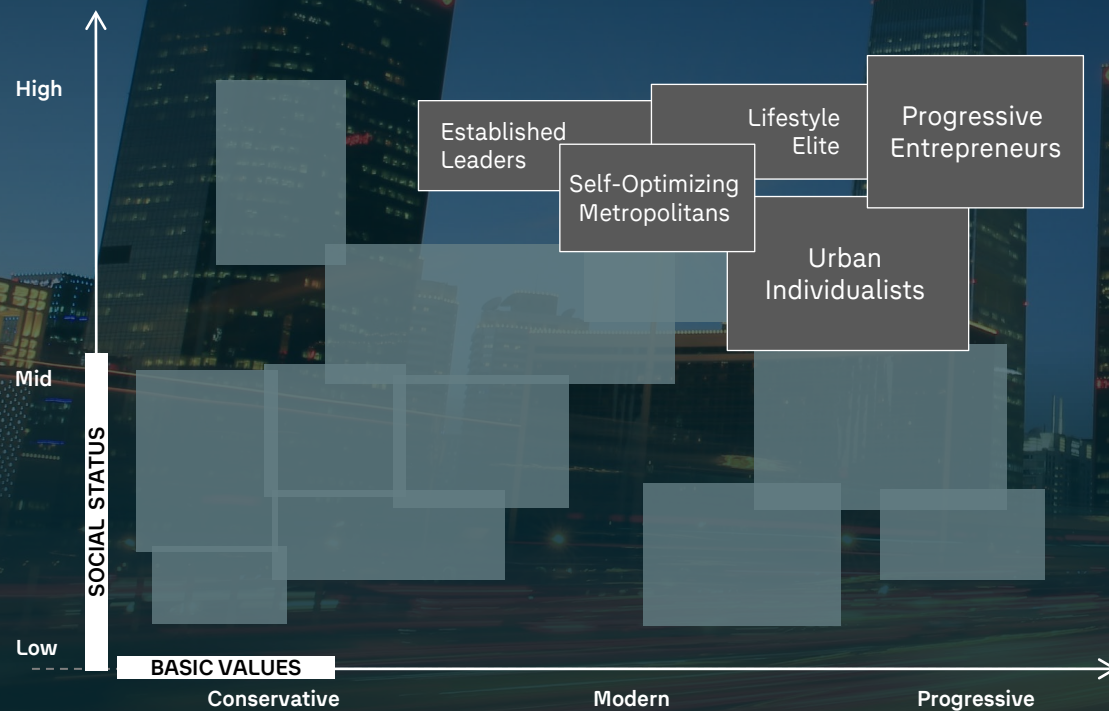
by 2030

>85%

of premium market*
profit pool in
B & C segment

We address the most attractive premium milieus in the market

Five focus milieus with above-average growth rates



Share premium market profit pool 2030*

>60%



Overall volume growth (2030 vs. 2023)*

>75%



BEV volume growth (2030 vs. 2023)*

>500%

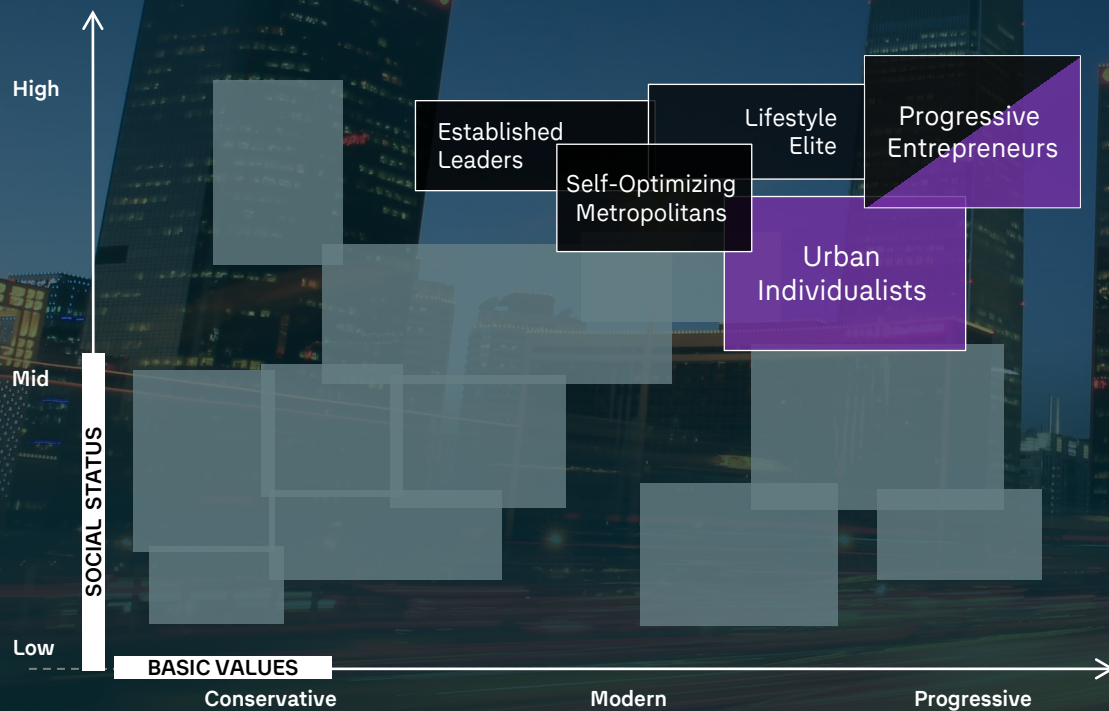


Highest monthly household income (RMB)*

37k

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Five focus milieus with above-average growth rates



Share premium market profit pool 2030*

>60%



Overall volume growth (2030 vs. 2023)*

>75%



BEV volume growth (2030 vs. 2023)*

>500%



Highest monthly household income (RMB)*

37k



AUDI

We aim to transfer today's success into the future
With our strong setup, we are ready for the next level



2 different customer groups and growing profit pools

2 brands united
by one core
and a shared DNA

2 technologies: Strong in
ICE and accelerating
momentum in BEV/ICV

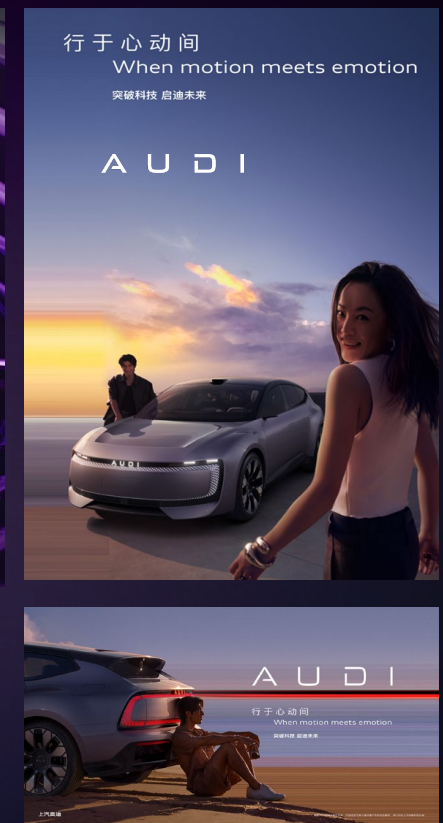
2 strong partners: FAW and
SAIC with a unique network
in China

Two brands

united by one core with different characters and target customers



Vorsprung
durch
Technik



Sophisticated | Warm | Performance Oriented

Iconic
Personal
Determined

Pioneering | Expressive | Courageous

A U D I

AUDI E5 SPORTBACK



E5 Sportback

AUDI 1st gen product overview

Product Overview



Revolutionary and
progressive design



Audi driving experience &
Audi DNA



Customer-centric in
cabin experience



State of the art China
NEV Technology

Customer workshop feedback



#2

Overall
design



#2

Equipment
level

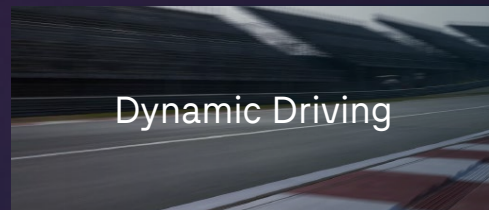
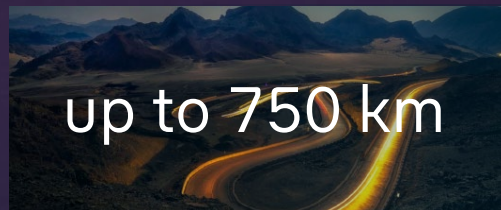
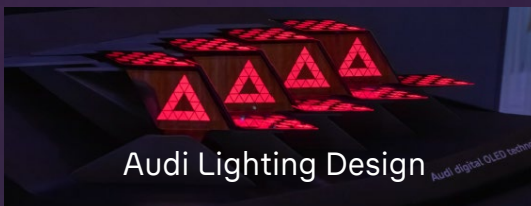
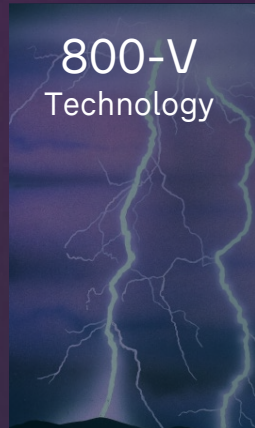
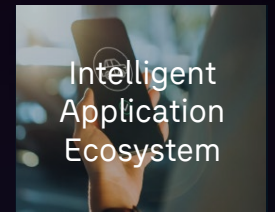
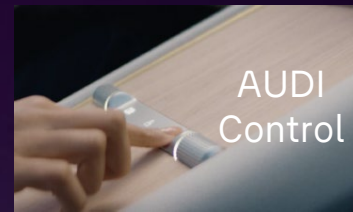
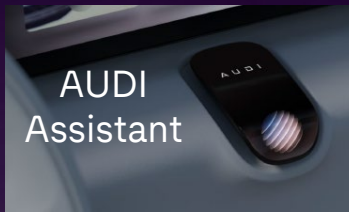


#2

Proportion
perception

Technical characteristics

The first AUDI model offers superior characteristics



Product outlook

3 new ICVs built on the Advanced Digitized Platform



2025

2026

2027

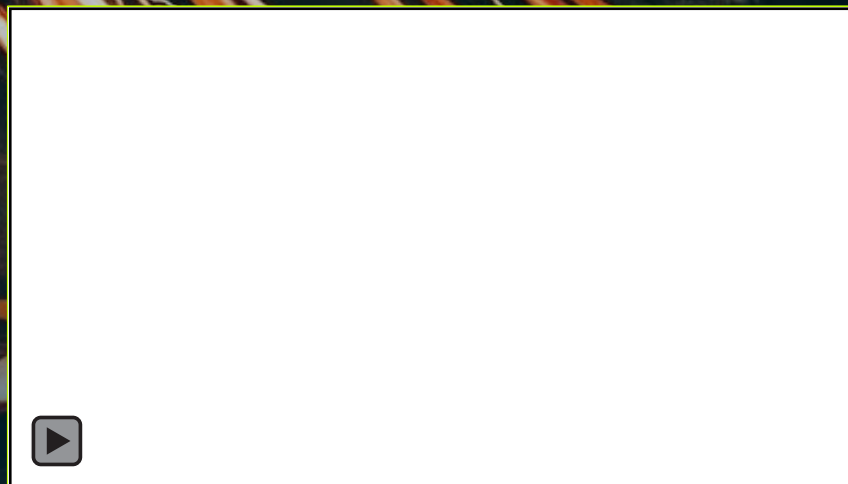


Four Rings portfolio

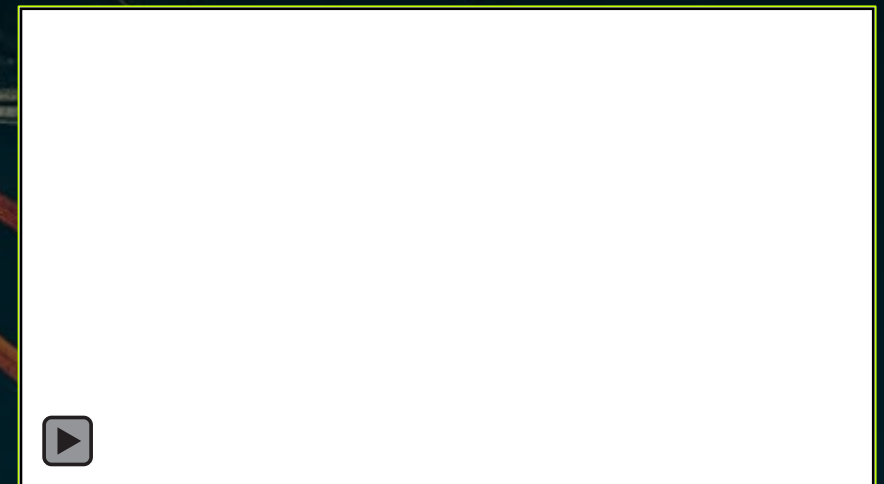
More connected than ever with best-in-class technology



Laser Radars



Emergency steering



City NoA (Navigate on Autopilot)

Audi A6L e-tron

The new electric avantgarde



2nd PPE model-line
Audi FAW NEV Co

107 kWh battery →
range up to 770 km

E³ 1.2 E/E architecture
& Huawei ADAS

+130 mm wheelbase
vs. global model

Audi Q5L SUV

3rd generation of Audi's SUV bestselling family



Premium Platform
Combustion - based

MHEV plus
hybrid technology

E³ 1.2 E/E architecture
& Huawei ADAS

+125 mm wheelbase
vs. global model

Audi A5L

New Sedan sets standards between B and C segment



Premium Platform
Combustion - based

MHEV plus
hybrid technology

E³ 1.2 E/E architecture
& Huawei ADAS

+73 mm wheelbase
vs. global model

Audi A5L Sportback

Individual body style with differentiation in silhouette and many details



Premium Platform
Combustion - based

MHEV plus
hybrid technology

E³ 1.2 E/E architecture
& Huawei ADAS

+30 mm wheelbase
vs. global model

Audi is switching to delivery mode in China



Most competitive
brand and partner
set-up



Benchmark
for time-to-market
(AUDI E5 Sportback)



Enhanced local
innovation approach
with Innogy



Products to target
the most progressive
customer groups



Strong momentum:
14 new localized models
until 2027