

Corporate Communications

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AUDI AG: On track for record sales of one million cars in 2008

- **More than 426,200 vehicles sold in the first five months**
- **High growth rates in the Asia/Pacific region**
- **China and United Kingdom most successful export markets**
- **A4 model changeover in Europe to be completed by July**
- **Audi Chairman Rupert Stadler: “We are ahead of schedule with respect to our annual target”**
- **Board Member for Marketing and Sales Schwarzenbauer: “Audi has the youngest product range in the car industry”**

Ingolstadt – AUDI AG sold more than 426,200 vehicles worldwide from January to May, an increase of 1.5 percent. In the month of May, Audi increased sales to 88,200 vehicles, up an additional 0.8 percent versus the strong prior-year month. The strongest growth drivers were once again the Asia/Pacific and Eastern Europe regions.

“We have set a sales target of one million vehicles for 2008, expecting strong year-on-year growth in the second half of the year”, says Audi Chairman Rupert Stadler. And: “With the sales figures for the first five months, we are already ahead of schedule.”

Audi’s first half of the year is characterized by the A4 model changeover. The market introduction of the A4 Sedan was followed in May by the introduction of the new A4 Avant all across Europe. To keep up with the high volume of orders



for its most important model, AUDI AG utilizes the production turntable set up between Ingolstadt and Neckarsulm for the first time. This marks the first time that the sedan has been produced at both German sites. While peak production of the A4 Sedan was achieved last month, production of the A4 Avant will reach full capacity in June. Board Member for Marketing and Sales Peter Schwarzenbauer: "The A4 Avant is critically important for our sales figures: In Europe alone, where we sell around 70 percent of our vehicles, the Avant accounts for 60 percent of our highest-volume model range." Although sales growth in Europe was slowed slightly in the first few months of the year by the discontinuation of the previous model, the full availability of the new model generation will provide a significant boost from August on, according to Schwarzenbauer.

"We will achieve the record figure planned for the year as a whole mainly due to our ongoing product initiative. Audi currently has the youngest product range in our industry. We are reaching an increasing number of customers worldwide with these products by means of a comprehensive sales initiative", Schwarzenbauer continues.

Audi's growth, which in the second half of the year will be driven primarily by the full availability of new models, received an additional boost in the first few months from strong growth in the Asia/Pacific region, where the brand with the four rings continues to post double-digit growth rates. In the first five months, sales grew to approximately 65,000 vehicles (2007: 53,879), an increase of 20.6 percent. In the month of May, Audi sold 12,600 cars in the region (2007: 10,312), 22.3 percent more than in the prior-year month.

China (including Hong Kong), Audi's largest foreign market, achieved growth of 26 percent in May: 9,727 customers there bought an Audi (2007: 7,717). The figure for January to May was 50,180 customers, 23.4 percent more than in the corresponding prior-year period (2007: 40,678).



The brand also grew in Japan contrary to the general trend: While the overall market for imported vehicles continued to shrink strongly in May as it has all year, Audi sold 1,219 cars, 2.7 percent more than in 2007 (2007: 1,187). The brand sold 6,189 vehicles in the first five months, an increase of 8.1 percent (2007: 5,725). Audi also continues to grow in Down Under, with sales of 4,197 vehicles in Australia in the first five months, up 33.4 percent, with the 824 vehicles sold in May representing an increase of 34.9 percent (2007: 611).

In Eastern Europe, the brand with the four rings grew sales from January to May by 13.5 percent to more than 18,300 vehicles (2007: 16,156); sales increased in May by 8.6 percent to around 3,550 cars (2007: 3,275). In the growing Russian market, Audi posted a 21.3 percent increase to 6,992 cars in the first five months (2007: 5,766) and a 9.2 percent increase to 1,482 cars in May (2007: 1,357). The strongest European export market for Audi was the United Kingdom: The brand with the four rings sold 49,495 cars there in the first five months, 4.9 percent more than in the corresponding prior-year period (2007: 47,187). In May Audi increased its sales by 8.3 percent to 9,178 units (2007: 8,476).

Photos and additional information are available at www.audi-mediaservices.com/en

AUDI AG sold a total of 964,151 cars in 2007 and thus achieved its twelfth consecutive record year. With revenue of €33,617 million and profit before tax of €2,915 million, the company attained its best figures ever. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Györ (Hungary), Changchun (China) and Brussels (Belgium). At the end of 2007, production of the Audi A6 started in Aurangabad, India. The company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include Lamborghini S.p.A. in Sant'Agata Bolognese, Italy, and quattro GmbH in Neckarsulm. Audi currently employs around 54,000 people worldwide, including 45,000 in Germany. The brand with the four rings invests more than € 2 billion each year in order to sustain the company's technological lead embodied in its "Vorsprung durch Technik" slogan. Audi plans to significantly increase the number of models in its portfolio by 2015, from the 26 currently on offer to 40.