

Communications Corporate

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Audi opens India's largest dealership

- **Audi Gurgaon shows 14 cars in an area of over 1,200 square meters**
- **Audi dealer network in India will grow from seven to 15 dealerships by 2010**
- **Audi aims to sell nearly 3,000 cars per year in India by 2010**

Ingolstadt – Audi has opened the largest car dealership in India in the city of Gurgaon. The showroom, which measures more than 1,200 square meters (approx. 12,900 square feet), sets a new standard in the highly coveted growth market, and is another significant step in the Ingolstadt-based company's extensive involvement in India.

The new Audi dealership, designed in accordance with the brand's internationally applied premium standards, presents Audi's exclusive range to customers in a scope never before achieved in India. When designing the interior Audi relied on the latest showroom concept, which has just been introduced in Germany. The site chosen for the dealership is also a promising one: by selecting Gurgaon, AUDI AG has gone with one of India's highest-selling cities, located near Delhi.

"The premium dealer location in Gurgaon is a decisive step for us in the Indian market," said Ralph Weyler, Member of the Board of Management of AUDI AG for Marketing and Sales. "By 2010, we aim to be selling nearly 3,000 cars per year here. We'll expand our dealer network from the current seven to 15 exclusive dealers by then."



The opening of the dealership in Gurgaon underscores the serious commitment the brand has made to the economically booming subcontinent. Within a national sales company Audi started its business activities in Mumbai. At the end of the year the company began local production of the Audi A6 in Aurangabad and announced plans to start production of the Audi A4 as well at the end of 2008. The brand presented its highlights for the Indian market at the New Delhi Motor Show that opened January 9. The range of Audi models available in India includes the Audi A8, Audi Q7, Audi A4 and the Audi TT, and is currently available from seven dealers: in Delhi, Mumbai, Pune, Bangalore, Hyderabad, Chandigarh and Gurgaon.

Photographs and information can be obtained at www.audi-mediaservices.com/en