

Corporate Communications

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January 14, 2008

AUDI AG: New sales records in all regions in 2007

- **964,151 vehicles sold worldwide; a gain of 6.5 percent**
- **All-time highs in more than 50 markets**
- **Record market share in Germany**
- **Audi CEO Rupert Stadler: "Audi will break through the one million cars sales barrier for the first time in our history"**

Ingolstadt/Detroit – 2007 was AUDI AG's twelfth record year in a row worldwide. From January through December, 964,151 cars were handed over to customers – 6.5 percent more than in 2006 (905,188). Audi posted growth in sales in every region. The brand with the four rings chalked up records in more than 50 markets.

"The outstanding sales figures for 2007 are an important step on the path to reaching our ambitious corporate goals. We were able to grow in all sales regions and we will continue to maintain our fast pace in 2008," says Rupert Stadler, Chairman of the Board of Management of AUDI AG.

"Our growth in China is particularly remarkable: we're the first premium carmaker to sell more than 100,000 cars here," stresses Ralph Weyler, Member of the Board of Management of AUDI AG for Marketing and Sales. "We were able to further develop our position as a premium brand in growth markets as well as in the saturated markets of Europe and the US."



In Europe (including Germany), Audi delivered 686,480 cars during 2007, or 4.3 percent more than the previous year (2006: 658,463). Great Britain was the biggest European export market for Audi: the premium brand from Ingolstadt increased its sales here by 17.1 percent to 100,712 cars.

In America, Audi gained 4.5 percent for the year as a whole, with 115,629 cars sold (2006: 110,626). Of this number, 93,506 cars were sold in the US, a gain of 3.8 percent (2006: 90,116). In the Asia-Pacific region, Audi was able to increase sales by 20.5 percent to 134,176 cars. China (including Hong Kong) was the biggest export market in 2007 for the company from Ingolstadt. From January to December, Audi sold 101,996 cars here – 24.8 percent more than during the previous year (2006: 81,708).

The region of Africa and the Near and Middle East also developed into an important growth region. Sales figures grew here by 12.8 percent to 27,866 vehicles sold (2006: 24,712). Sales in the Middle East alone rose by 38.2 percent to 6,380 cars (2006: 4,616).

In its home market, the brand with the four rings sold 254,014 cars (down 1.5 percent; 2006: 257,792). Market share in Germany grew from 7.6 percent to 7.9 percent when compared with the previous year; Audi thus achieved the highest share in domestic competition in the company's history. On December 7, German dealers began selling the highly anticipated Audi A4 sedan, which has already won numerous comparison tests and awards since premiering at the Frankfurt Motor Show in September. The new generation of the highest-volume Audi model promises to provide the Ingolstadt-based company with strong momentum in the new year.

AUDI AG will present the complete results for the 2007 business year at its Annual Press Conference on March 11, 2008 in Ingolstadt.

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