



Audi @ UBS Flagship German Autos Trip

Audi A6 Sportback e-tron performance:
Electric power consumption (combined): 15.9-14.0 kWh/100 km; CO₂ emissions in (combined): 0 g/km; CO₂-class: A

Disclaimer

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At the time of preparing these presentations, it is not yet possible to conclusively assess the specific effects of the latest developments in the Russia-Ukraine conflict on the Audi Group's business, nor is it possible to predict with sufficient certainty to what extent further escalation of the Russia-Ukraine conflict will impact on the global economy and growth in the industry in fiscal year 2024.

Any changes in significant parameters relating to our key sales markets, or any significant shifts in exchange rates, energy and other commodities or the supply with parts relevant to the Audi Group will have a corresponding effect on the development of our business. In addition, there may also be departures from our expected business development if the assessments of the factors influencing sustainable value enhancement and of risks and opportunities presented develop in a way other than we are currently expecting, or if additional risks and opportunities or other factors emerge that affect the development of our business.

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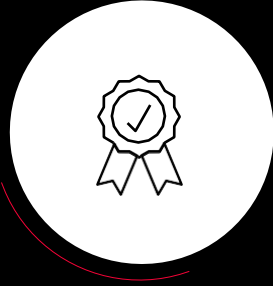
Audi Agenda

Dominik Veit | Corporate Startegy

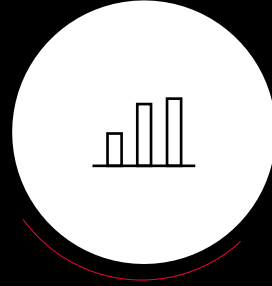
Audi A6 Avant e-tron performance:
Electric power consumption (combined): 17.0-14.8 kWh/100 km; CO2 emissions in (combined): 0 g/km; CO₂-class: A

Starting point

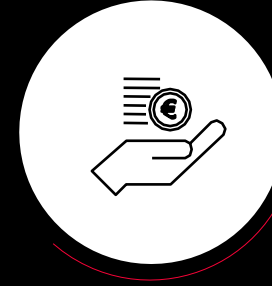
Six key themes for Audi to address



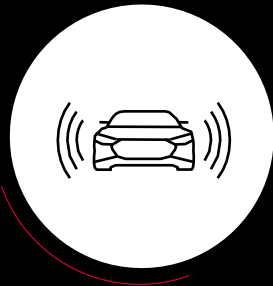
Customer Satisfaction



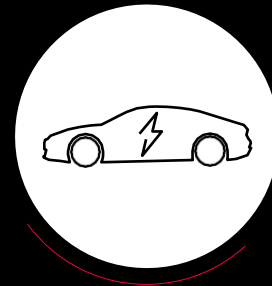
Sales



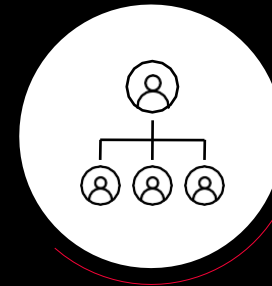
Operating Profit



Vorsprung
durch Technik



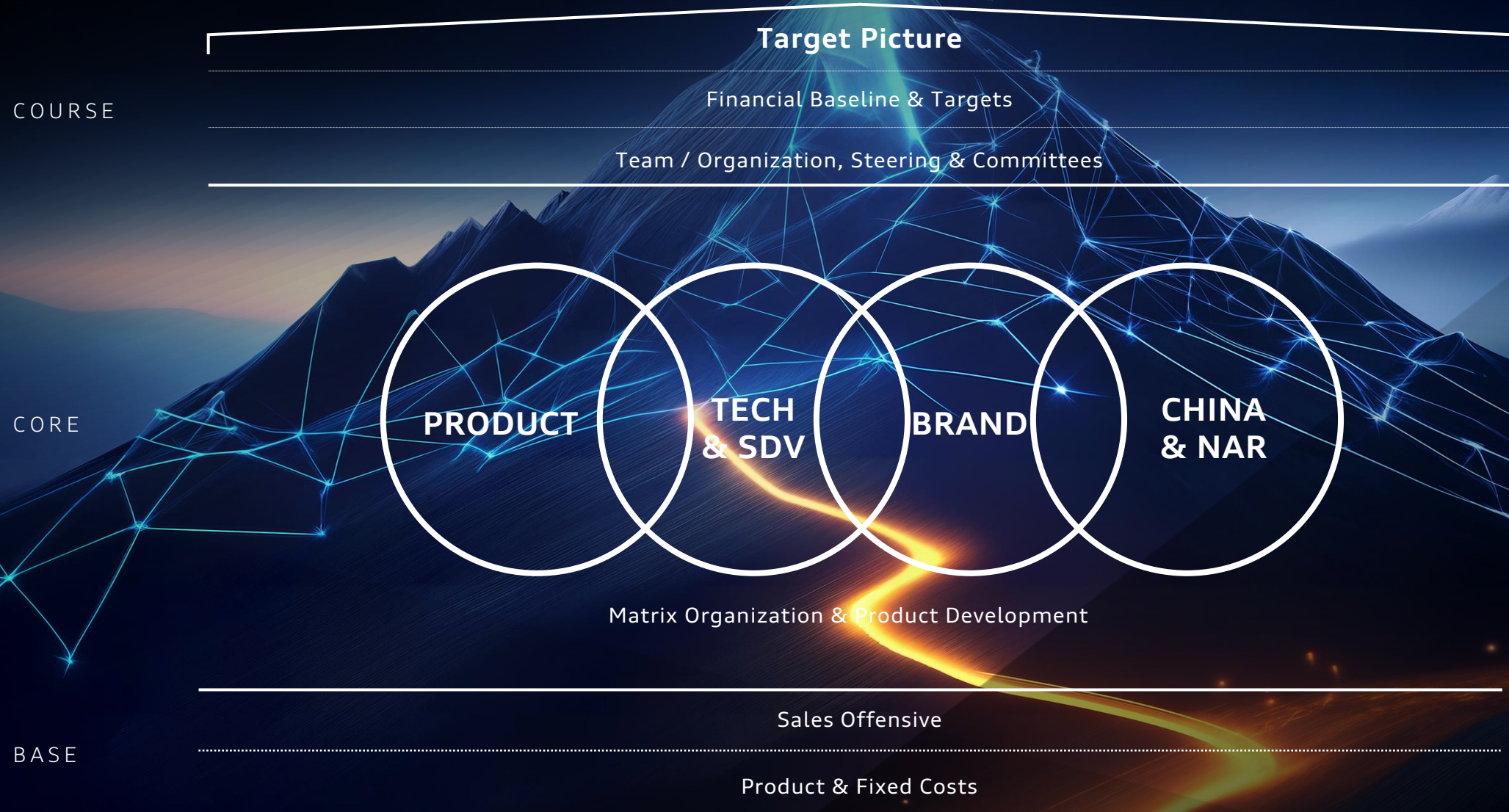
BEV Portfolio



Organization

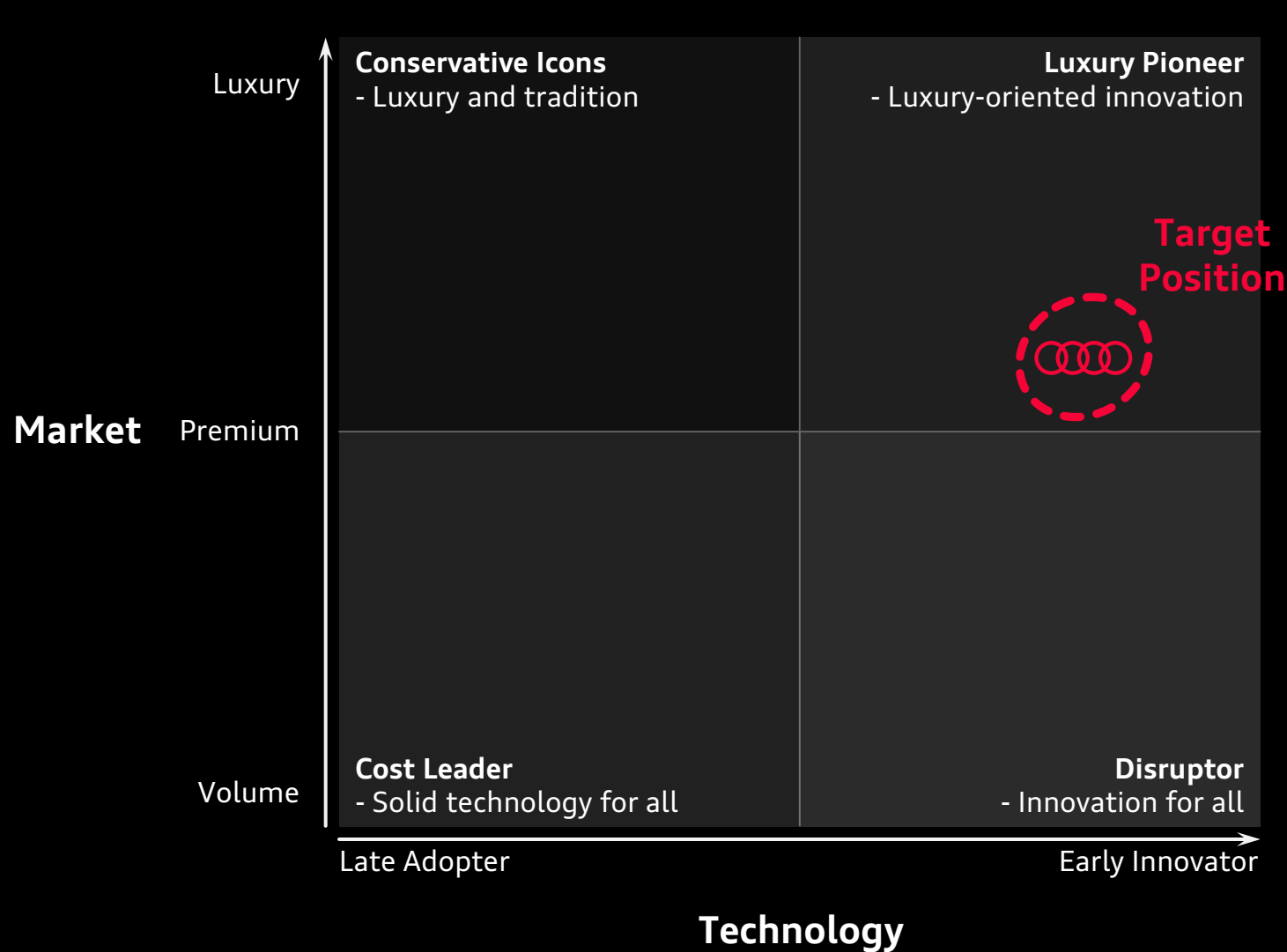
The way forward

The Audi Agenda drives immediate execution and provides strategic guidance



Target Picture – positioning

Target position in progressive premium with technological edge



Premium positioning

- > Focus on pioneer role in progressive premium
- > Clear distinction from luxury segment
- > Reduction of series complexity

Technology spikes

- > Re-conquering of **Vorsprung durch Technik**
- > Most progressive company with **focus on technology**
- > Clear path for **product differentiation**



Brand

Vorsprung durch Technik as core of the Audi brand

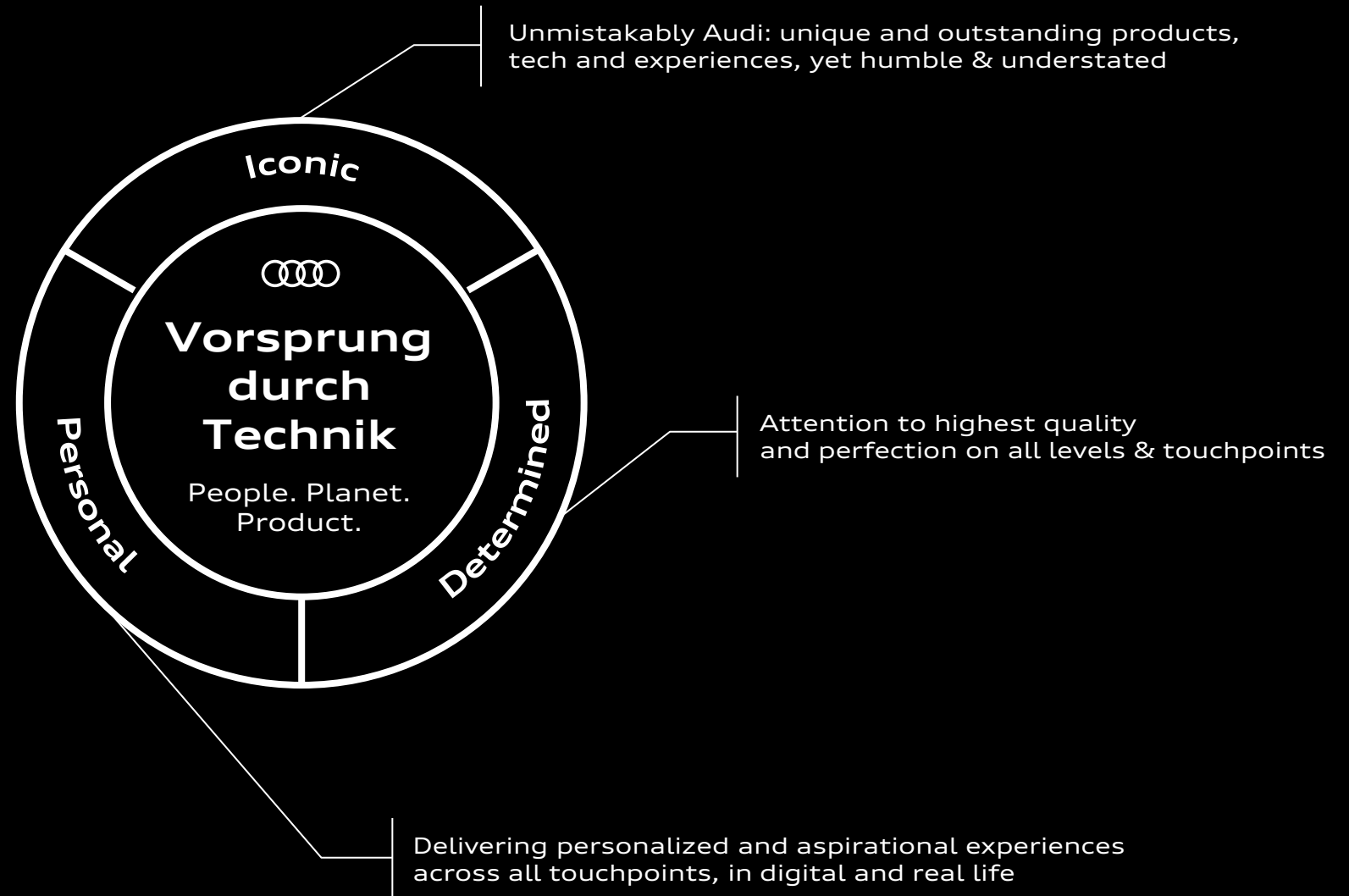
Vorsprung durch Technik

Means challenging the status quo

With innovations that are exciting and meaningful

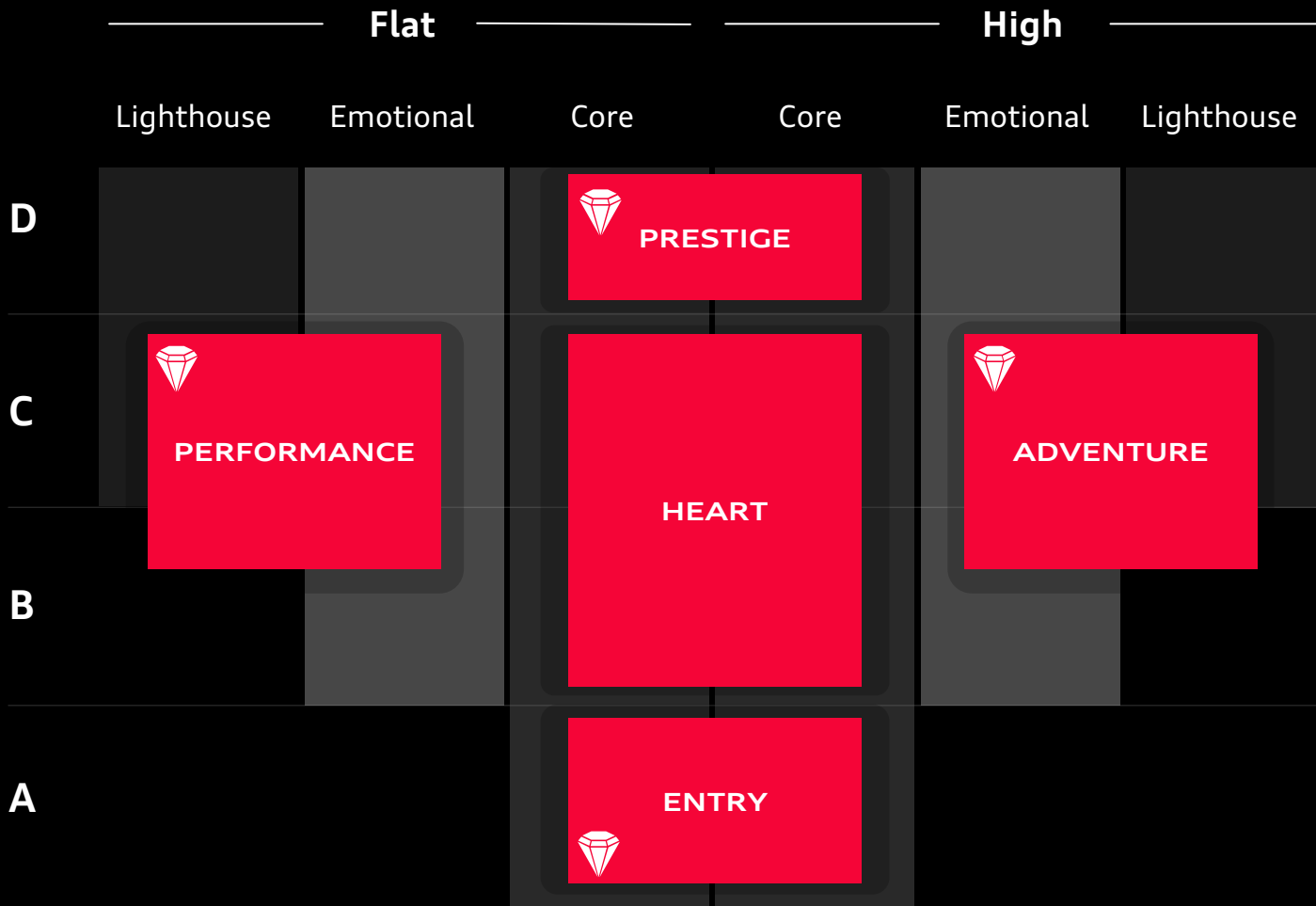
With sustainability beyond electrification

With design that makes “Vorsprung” felt at every touchpoint



Product – target portfolio

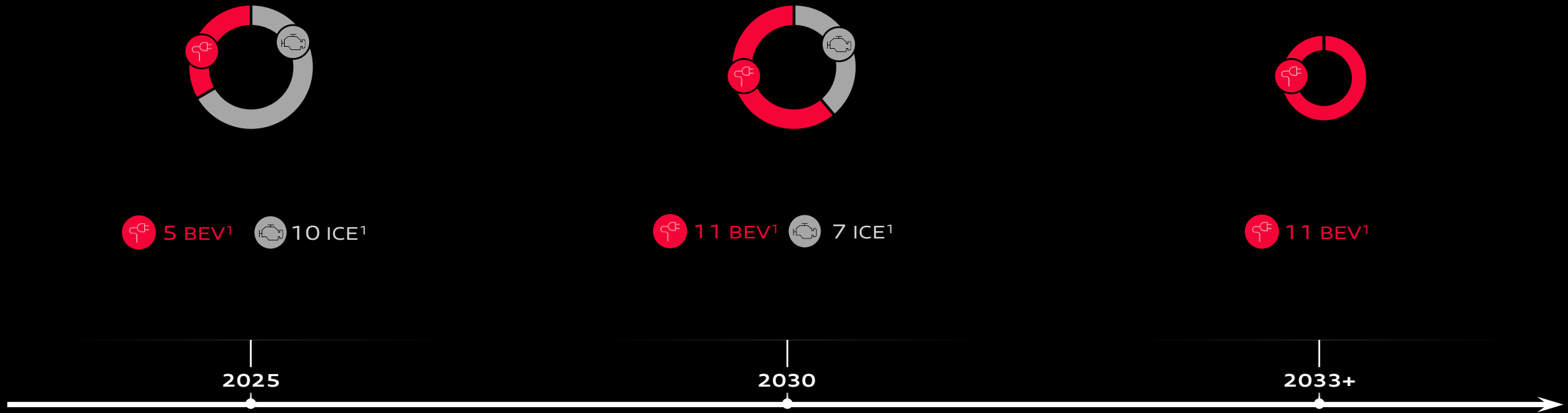
Focused BEV line-up to cover premium sweet spots and shine with icons



- > **7 core models** in target segments; strong segment coverage in the “sweet spot”
- > **Selected icons** increase **portfolio attractiveness** and **create brand desirability**
- > **Q6 e-tron** on PPE as first step to a wider **BEV model initiative**
- > Transition path ICE-BEV with all-new ICE generation, e.g. A5 on PPC, and **ability to act** in light of market conditions

Product – gradual portfolio transformation

New ICE generation enables strategic flexibility during BEV transition



¹ number of model lines, excluding China-local



China

Audi with sharpened set-up to gain China speed

1st

foreign premium OEM active
in China

9m

Audi models sold

+12%

Audi CAGR since 2007

>70%

of premium profit pool 2030
in B & C segment –
100% Audi coverage

729k

deliveries in 2023,
up 13% yoy

+50%

premium market growth
2023-30



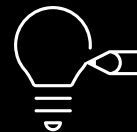
2-partner approach as major lever to
exploit premium profit pools



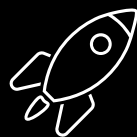
Substantial **portfolio renewal with FAW**
through **PPC** and **PPE/ICV**



Audi FAW NEV Co. with **PPE on track** –
starting production end of 2024



**Joint development of ICV models with
SAIC at higher speed**



Accelerated launch momentum:
mid-term China portfolio 2025+ with
BEV/ICV in all core segments

Differentiation

Product profiles to build competitive edge for differentiation



PPE



PPC



First steps taken

Since 09/2023, major decisions have been implemented

Selected Examples



Product launches
simplified; long-term
target portfolio defined



Brand Model with
Vorsprung durch
Technik at the core



2-partner strategy in
China defined including
dedicated vehicle projects



Cross-brand
SDV hub
established



Profit improvements via
Performance Program 14
(cost and revenue)



Efficient corporate
steering





Premium Platform Electric

Dr. Robert Meyer | Senior Vice President Product Lines PPE

Audi A6 Sportback e-tron performance:

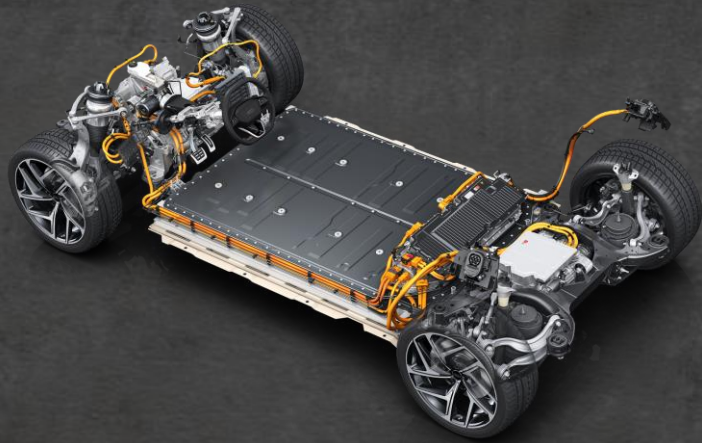
Electric power consumption (combined): 15.9-14.0 kWh/100 km; CO₂ emissions in (combined): 0 g/km; CO₂-class: A

Audi A6 Avant e-tron performance:

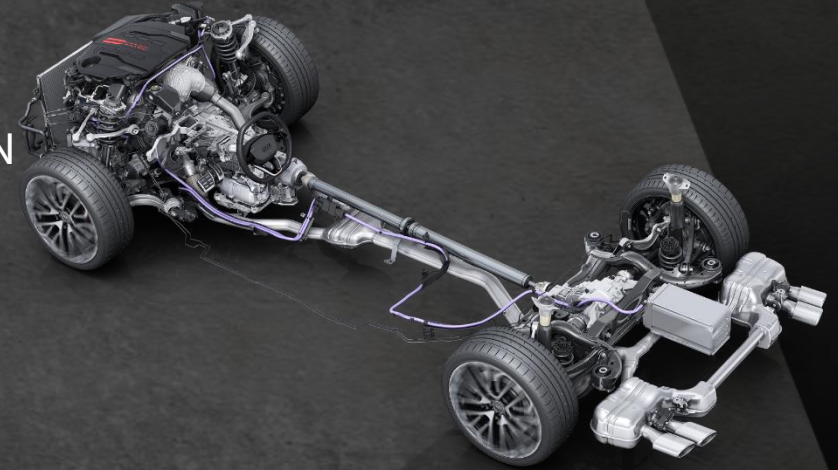
Electric power consumption (combined): 17.0-14.8 kWh/100 km; CO₂ emissions in (combined): 0 g/km; CO₂-class: A

The new platforms PPE and PPC enable major portfolio updates in both BEV and ICE vehicles

PREMIUM PLATFORM ELECTRIC



PREMIUM PLATFORM COMBUSTION



Audi Q6 e-tron



Audi A6 e-tron



Audi A5



Audi Q5



Audi A7



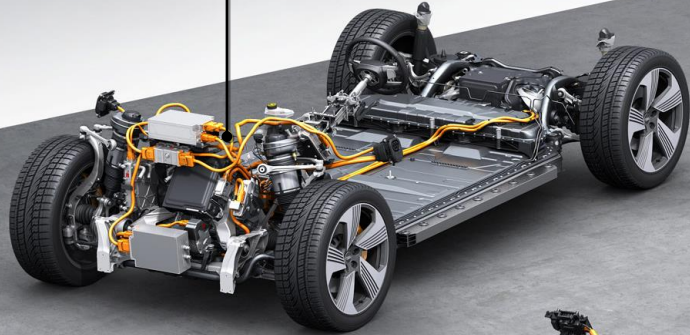
E³ 1.2
ELECTRONIC
ARCHITECTURE



Dedicated platforms enable broad BEV portfolio across the Volkswagen Group

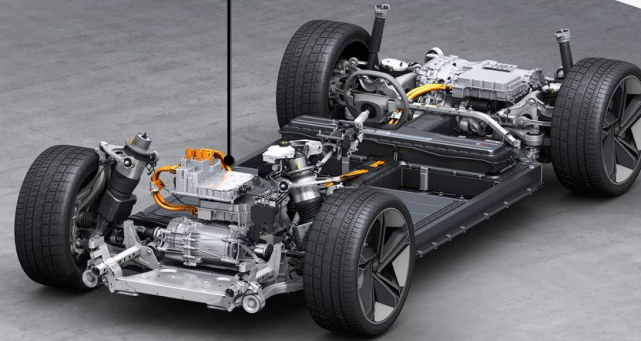
MLB evo Platform

Audi Q8 e-tron



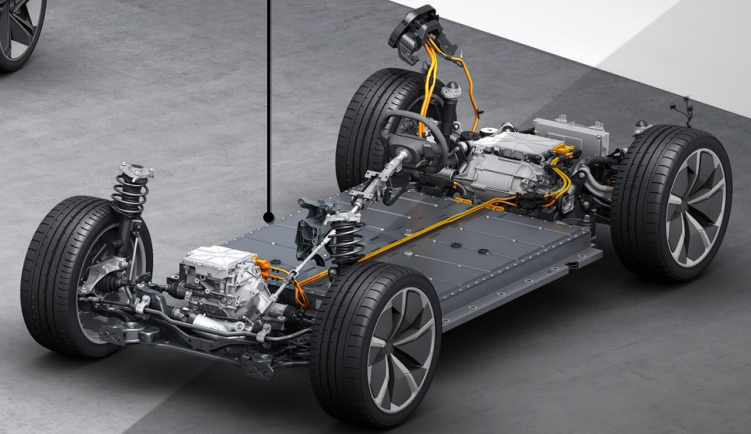
J1 Performance Platform

Audi e-tron GT, Porsche Taycan

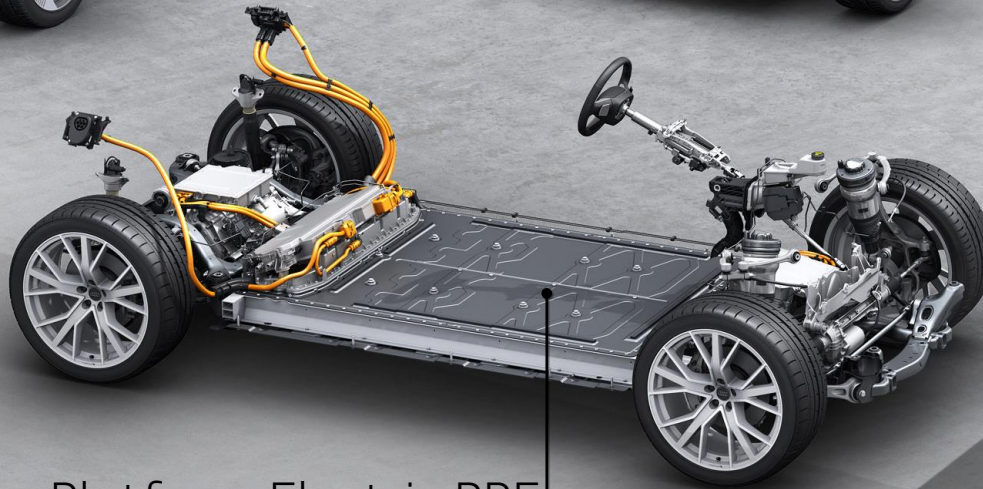


MEB Platform

Audi Q4 e-tron, VW ID Family



Premium Platform Electric PPE



A range of Audi models as well as Porsche Macan are based on the PPE



Audi Q6 e-tron



Audi A6 Sportback e-tron



Audi Q6 Sportback e-tron



Audi A6 Avant e-tron

+ China-specific models

PORSCHE



Porsche Macan Electric

Audi Q6 e-tron quattro:
Power consumption (combined): 19.7 -17.0 kWh/100 km; CO₂ emissions (combined): 0 g/km; CO₂-class: A

Audi A6 Avant e-tron:
Power consumption (combined): 17.0-14.8 kWh/100 km; CO₂ emissions (combined): 0 g/km; CO₂-class: A

Audi A6 Sportback e-tron :
Power consumption (combined): 15.9-14.0 kWh/100 km; CO₂ emissions (combined): 0 g/km; CO₂-class: A

Porsche Macan Electric:
Power consumption (combined): 19.8-17.0 kWh/100 km; CO₂ emissions (combined): 0 g/km; CO₂-class: A



PPE platform enables efficient BEV performance, while the new electronic architecture supports enhanced digital experience for B- and C-segment cars



Platform for
B- and C-segment



High- and flat
floor possible



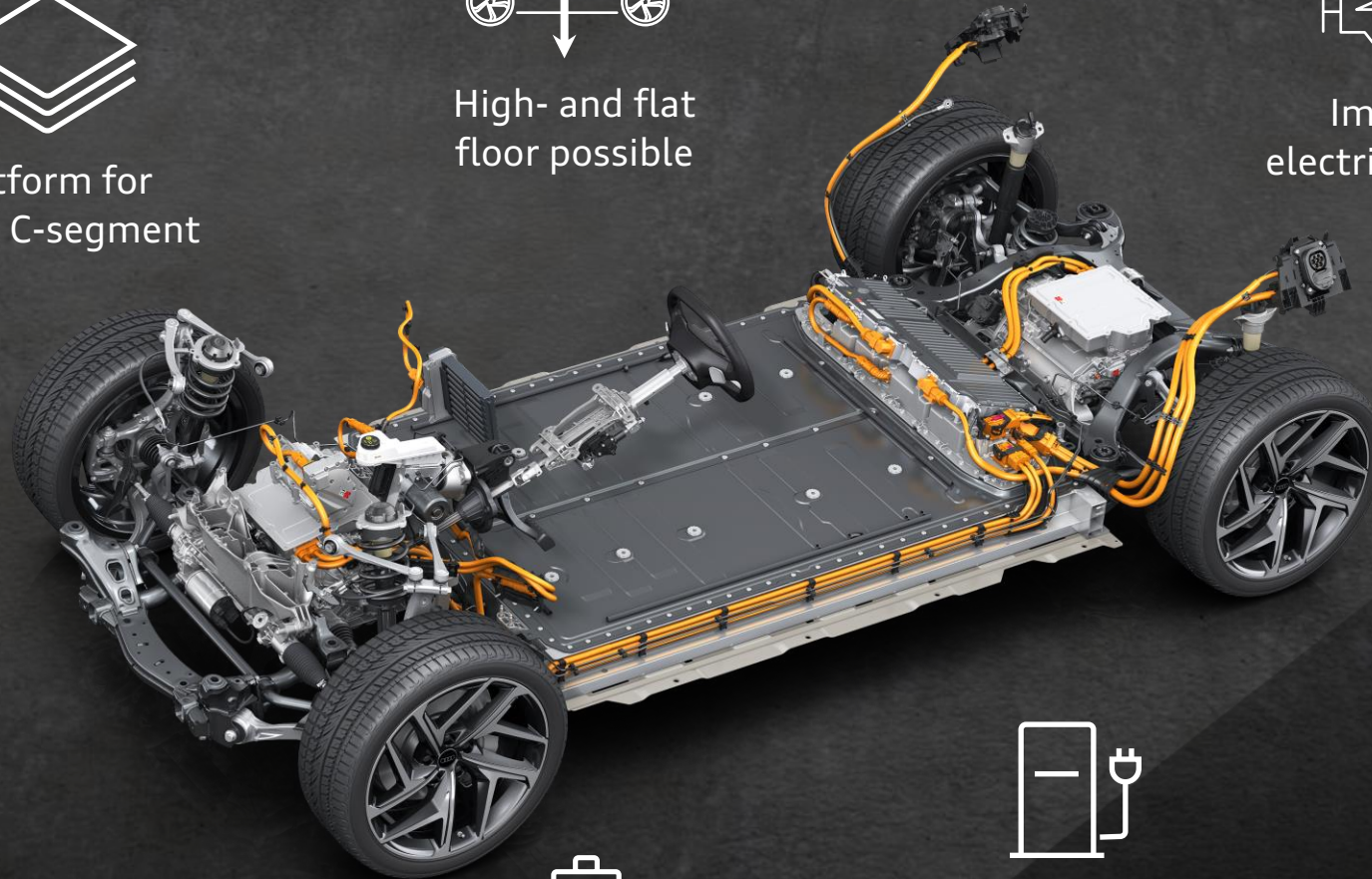
Improved
electric drive unit



Best-in-class
charging
270kW



More efficient
battery system



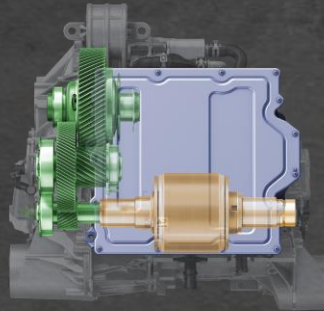
800-Volt



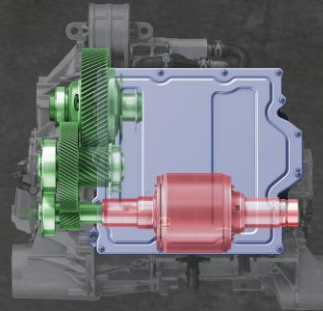
Superior range
(from >600 km
and up to 756 km)

Electric drive unit enables best combination of price, performance and efficiency

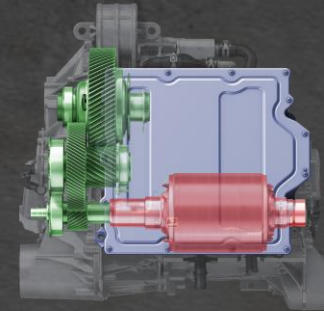
FRONT AXLE



ASM 210-100
275 Nm | 140 kW



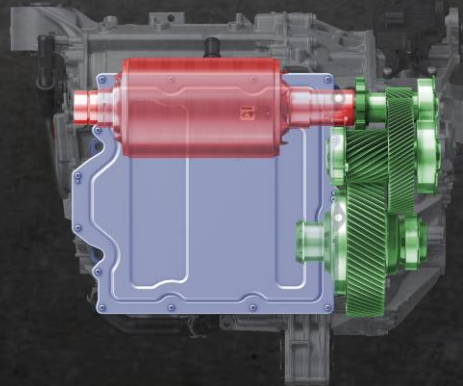
PSM 210-100
310 Nm | 175 kW



PSM 210-150
440 Nm | 235 kW

REAR AXLE

PSM 210-200
580 Nm | 280 kW

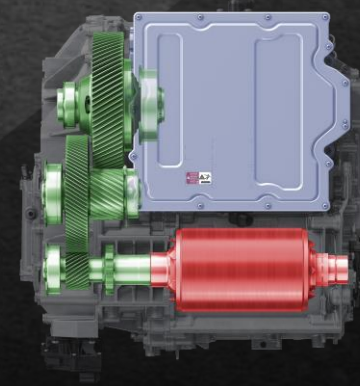


REAR AXLE PERFORMANCE

PSM 210-200
580 Nm | 280 kW

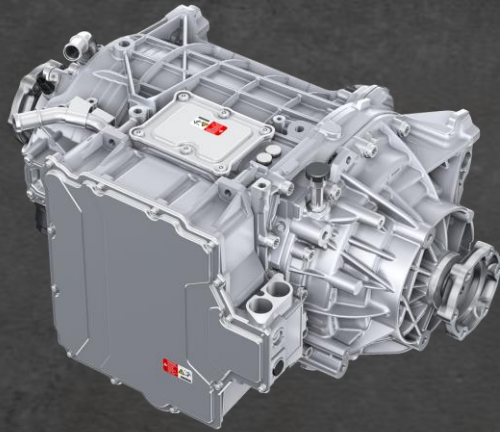
PSM 230-150
605 Nm | 310 kW

PSM 230-210
765 Nm | 460 kW

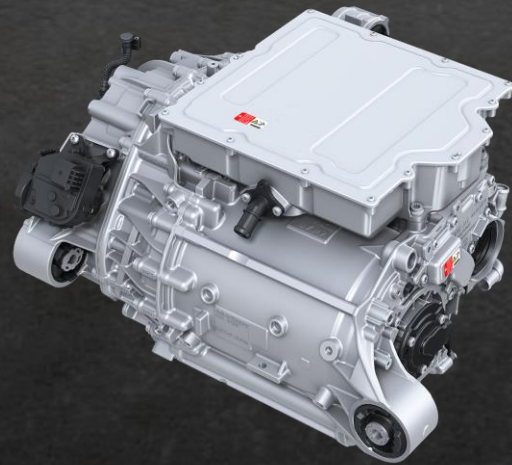


Compared to 1st generation BEV – PPE drivetrains offer sizeable performance improvements and cost reduction

1st Gen BEV
electric rear axle
drive unit



Q6 e-tron
electric rear axle
drive unit



Power density

+ 62%



Torque density

+ 66%



Energy consumption of the electric drive unit

- 50%



System performance

+ 33%



Drive unit costs

- 15%



Vehicle energy consumption

- 30%

Drive unit level

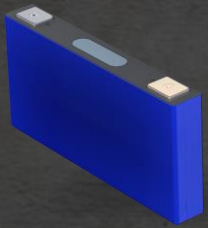


Vehicle Level



Improvements in the battery system compared to the first generation BEV result in higher efficiency and enhanced performance

Cell



Energy content

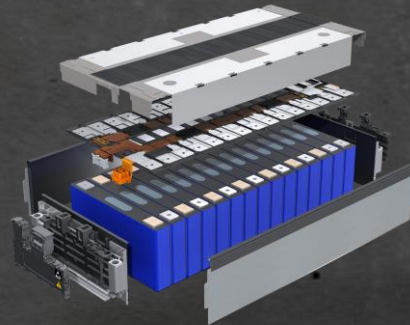


Energy density



- > Increased cell size
- > Reduced cobalt content
- > Increased charging power
- > Reduced electrical resistance

Cell module



Energy content



Energy density



- > Increased cell module size

Battery



Energy content



Energy density



- > Predictive conditioning
- > Battery management optimized



Weight¹
- 15 %



Charging time¹
- 30 %

Charging power is maintained over longer period enabling quick charging and superior range



Charging time (10 – 80% SOC)

Audi A6 e-tron — ~ 21 min

Best-in-Class: Audi A6 e-tron



270 kW DC-charging performance



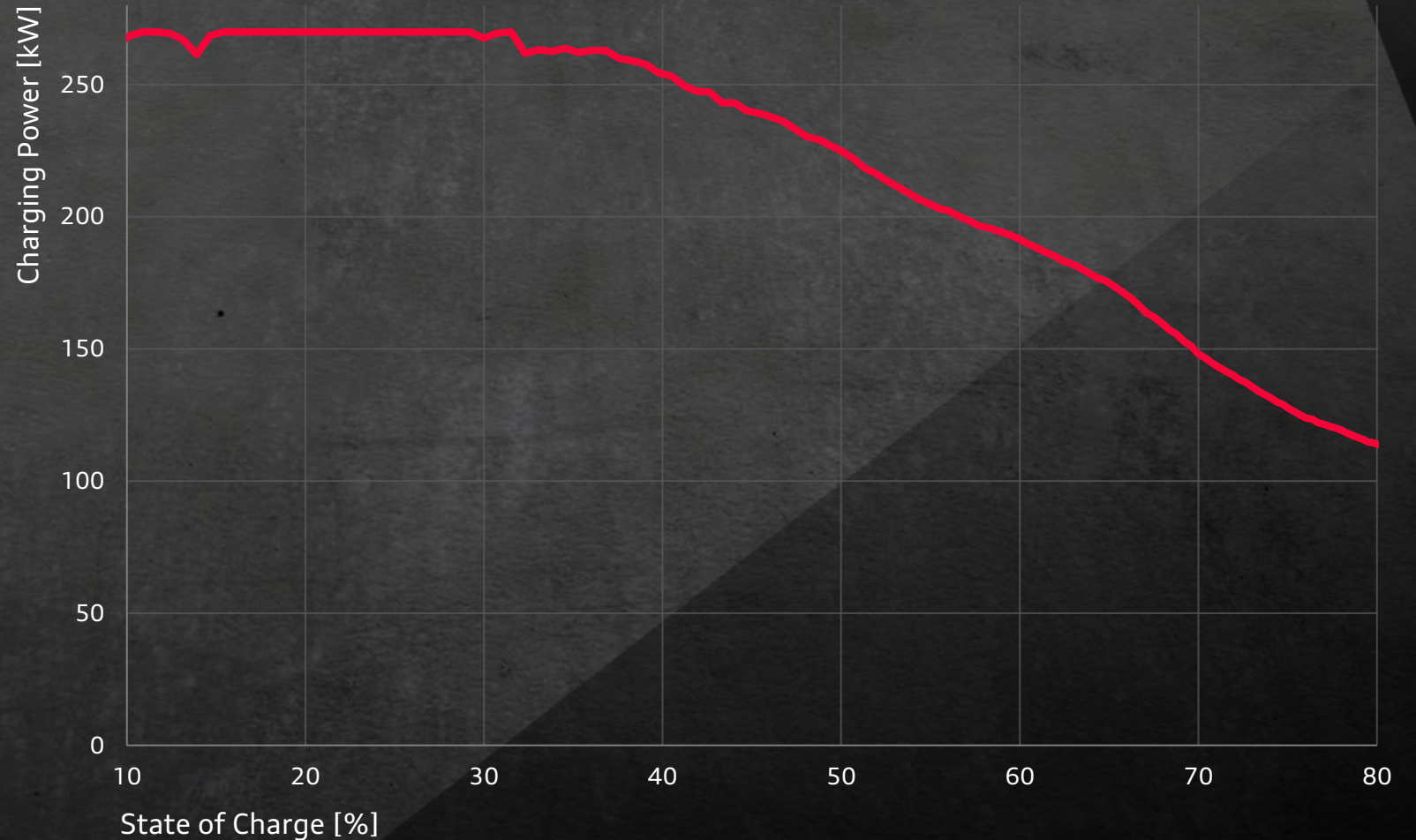
~ 21 min charging time
(10 – 80% SOC)



310 km range (WLTP) charged
in 10 minutes
(Audi A6 Sportback e-tron performance)



800-Volt architecture



Efficient powertrain, sophisticated battery technology and superior charging performance ensure everyday suitability of PPE models

Audi Q6 e-tron



7.0-4.3 s
from 0-100 km/h¹



up to 641 km
WLTP range¹



up to 255 km
range charged
in 10 min¹

Audi A6 Sportback e-tron



5.4-3.9 s
from 0-100 km/h¹



up to 756 km
WLTP range¹



up to 310 km
range charged
in 10 min¹

Audi A6 Avant e-tron



5.4-3.9 s
from 0-100 km/h¹



up to 720 km
WLTP range¹



up to 295 km
range charged
in 10 min¹

¹ depending on configuration, maximum value valid for S-model, if available with launch control

Audi Q6 e-tron quattro:
Power consumption (combined): 19.7 -17.0 kWh/100 km; CO₂ emissions (combined): 0 g/km; CO₂-class: A

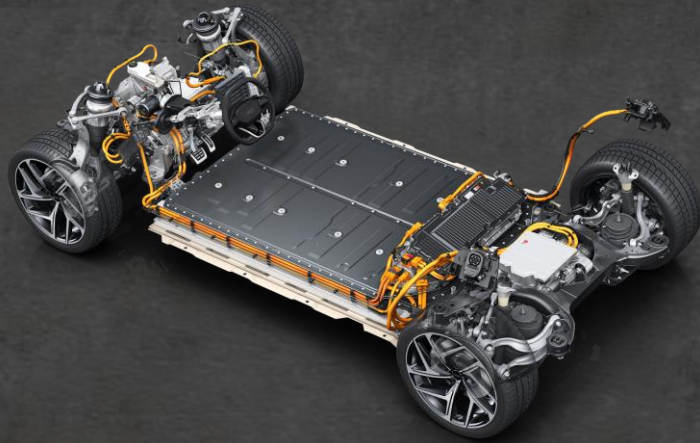
Audi A6 Avant e-tron:
Power consumption (combined): 17.0-14.8 kWh/100 km; CO₂ emissions (combined): 0 g/km; CO₂-class: A

Audi A6 Sportback e-tron :
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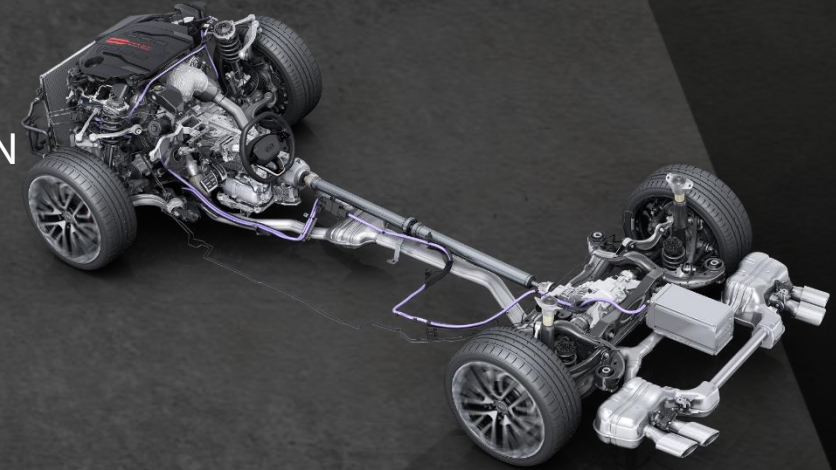


The new platforms PPE and PPC enable major portfolio updates in both BEV and ICE vehicles

PREMIUM
PLATFORM
ELECTRIC



PREMIUM
PLATFORM
COMBUSTION



Audi Q6 e-tron



Audi A6 e-tron



Audi A5



Audi Q5



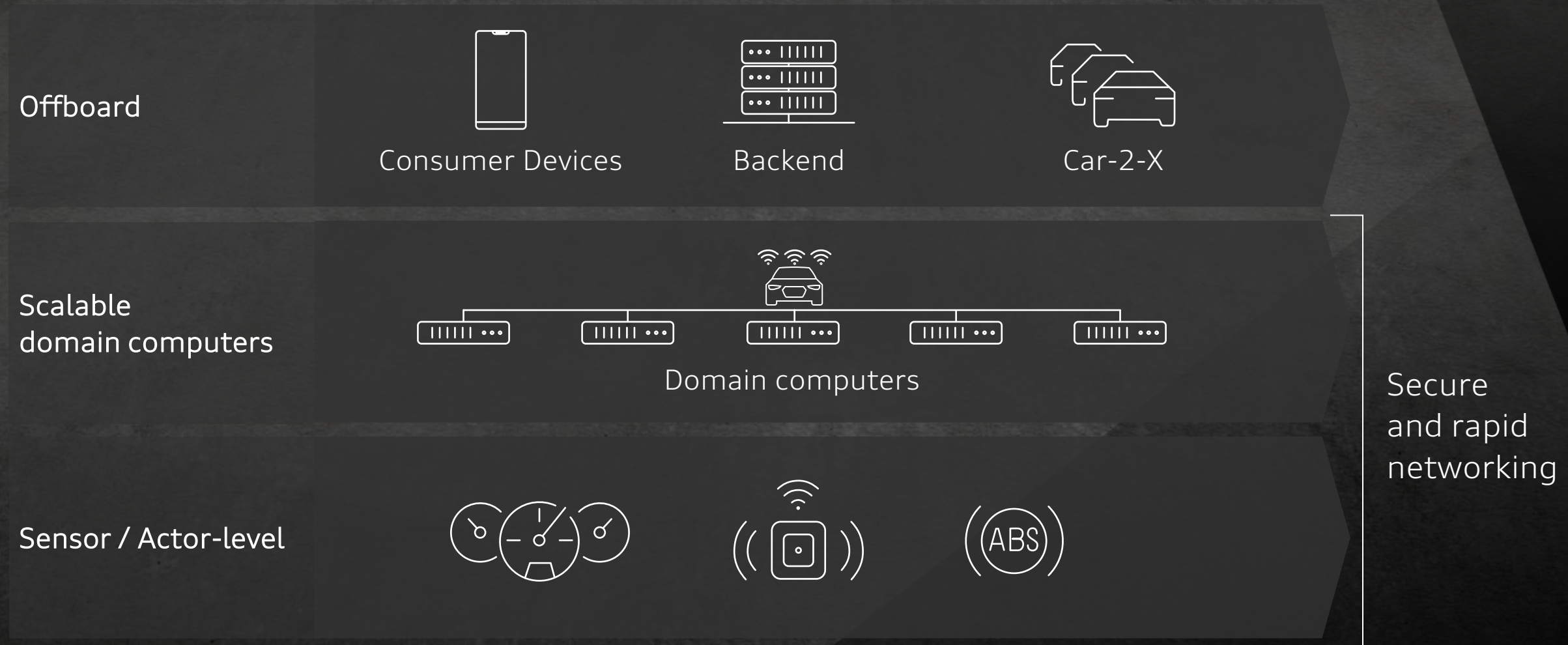
Audi A7



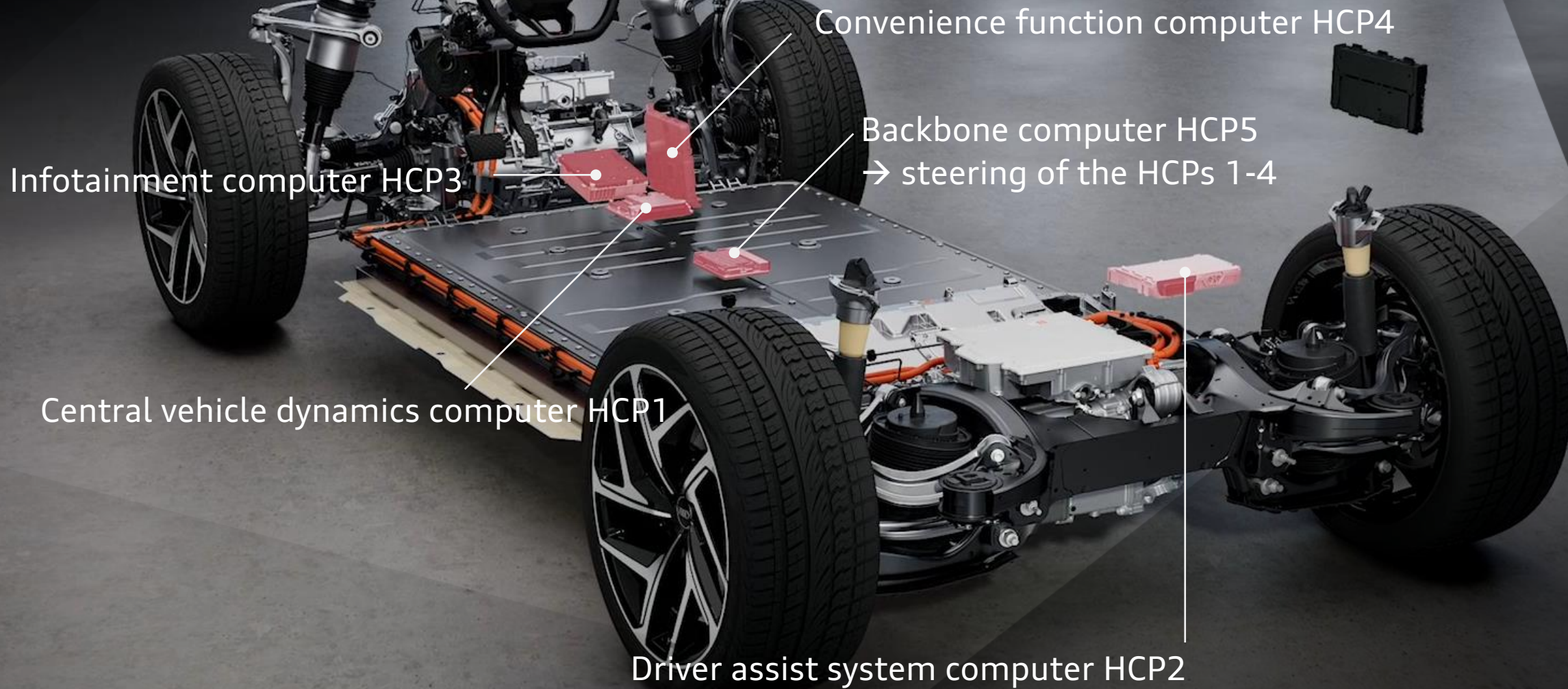
E³ 1.2
ELECTRONIC
ARCHITECTURE



Wide range of functions of the E³ 1.2 architecture is based on optimized interplay of domain computers, sensors and backend



Efficient layout of the domain computers ensures intelligent functionality split



E³ 1.2 electronic architecture enables future-proof functionality

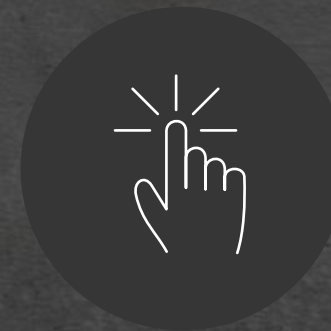
Next generation
electronic architecture
E³ 1.2



Over-the-air-update
capability



ADAS
functionality



Functionality
in interior



Digital
assistant

... and more

A strong, future oriented basis for the Audi lineup to come!

Open to partners via standardized interfaces



Over-the-air updates enable digital product care and enrich customer experience



Digital product care

Keep vehicle up to date and inspire during the lifecycle

- > Product improvement
- > Update: Enhanced and/or expanded functions
- > Upgrade: New functions (market specific)

Premium functions and “on demand“-Features

- > Functions on Demand
- > Application store

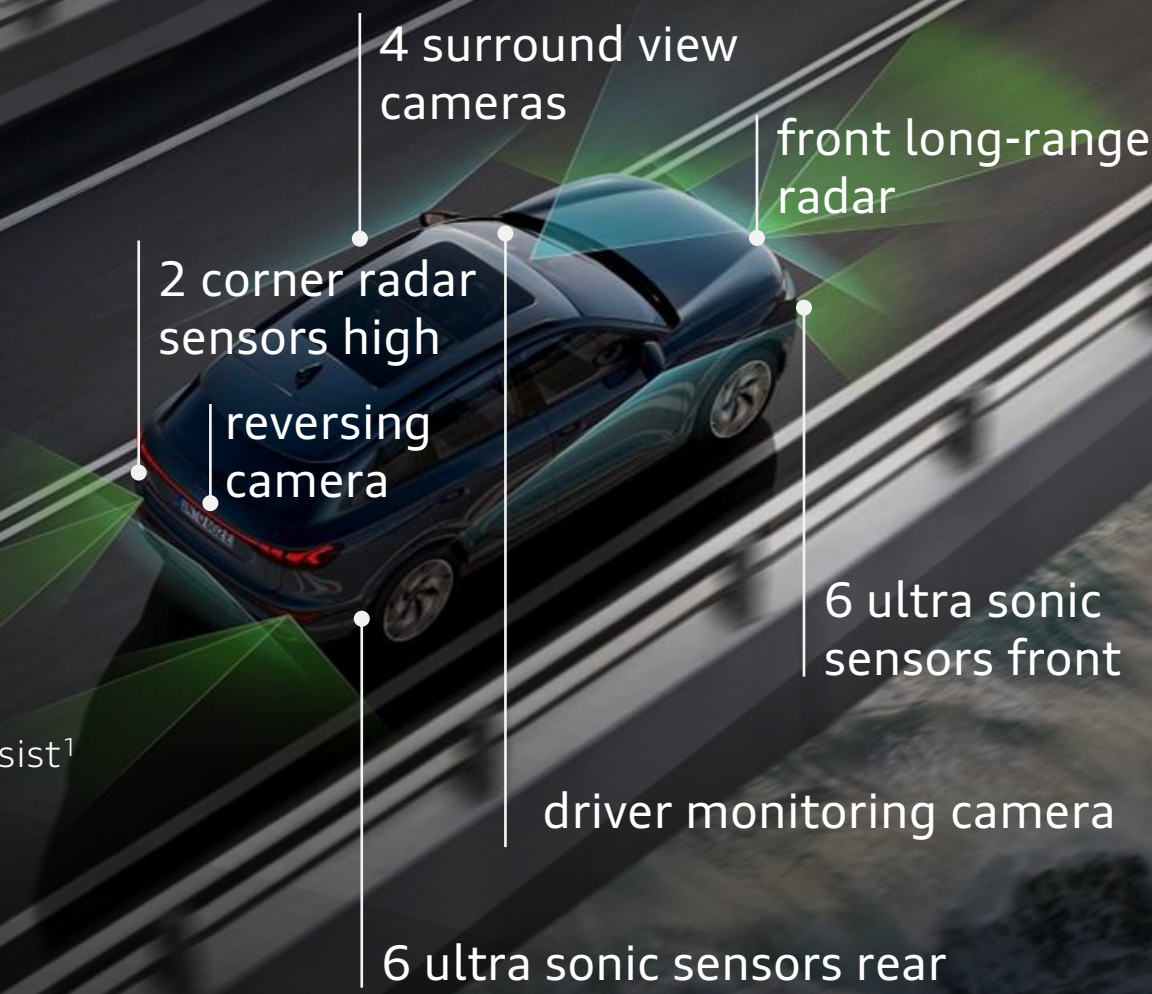


- > Most of the ECUs of the architecture can be technically updated and configured over the air
- > The car is integrated in a Backend environment which organizes and distributes the software-update for the individual cars
- > OTA-updates do not exceed approx. 30 mins and comply with Energy-Monitoring
- > Rollout of OTA as part of Audi connect



The characteristics of the extensive range of safety, driving and parking assist functions offer superior customer usability

- > Adaptive cruise assist¹
- > Adaptive cruise control¹
- > Camera-based traffic sign recognition¹
- > Traffic sign-based speed limiter¹
- > Top-view camera¹
- > Turn assist¹
- > Lane change assist¹
- > Park assist plus¹
- > Proactive passenger protection system (front, side, rear)¹
- > Lane departure warning with emergency assist¹
- > Emergency assist
- > Driver attention and fatigue monitor
- > Connected speed course²



¹ within system limits

² data on driving behavior of other vehicles is saved in the cloud and aggregated into a pool

Audi Q6 e-tron quattro:
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Digital stage offers customer-centric experience in the interior

MMI panoramic display (curved)



Next generation AR HUD¹

Interaction light



Virtual exterior mirrors²

Audi virtual cockpit 11,9"

MMI touch display 14,5"

MMI front passenger display 10,9" with privacy mode

Central control panel

¹ only available in PPE-based cars

² only available in A6 e-tron family



The new augmented reality head up display offers increased field of view as well as improved imaging and expanded functionality

- > Display of virtual elements (speed, traffic signs, assistance & navigation symbols)
- > Seamless real-world integration



Head-up Display

2.5m

AR Head-up Display¹

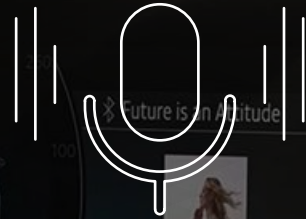
13m



¹ only available in PPE-based cars

An AI-powered digital assistant goes beyond voice recognition, it ingests all vehicle data turning the car into a smart companion

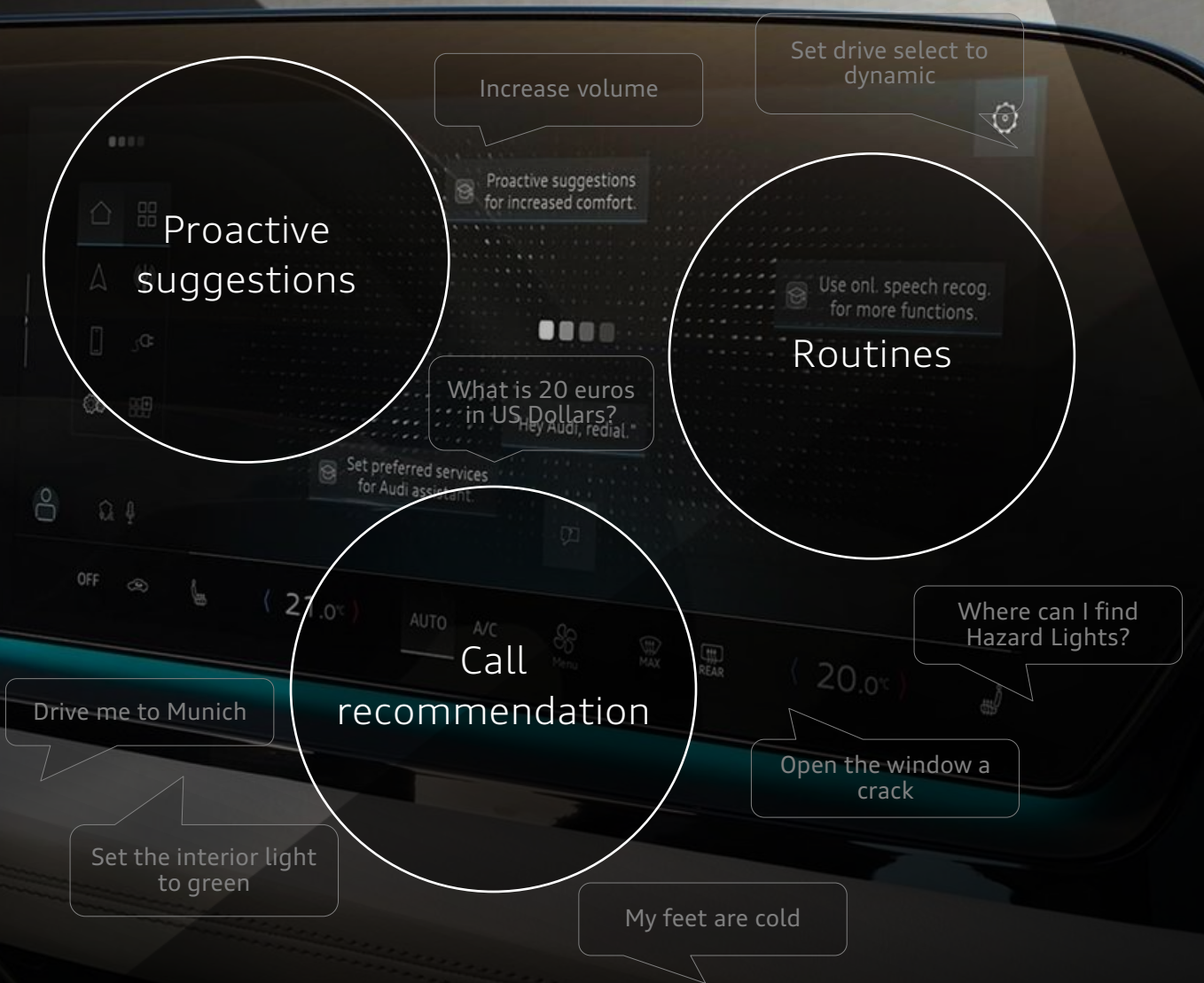
The Audi assistant



More than 800 functions with each including more than 100 possible commands

- > Infotainment
- > BEV specific
- > HV AC
- > Driver assistance
- > Car functions
- > Online domains

+ Chat GPT integration



Shadeable panoramic glass roof enhances the feeling of space and ensures comfort in all lighting conditions



1 only available in A6 e-tron family and PPC cars

With the new Audi A6 e-tron, Audi is underlining its leading role in lighting design and technology - an essential part of the Audi DNA

Front



Rear



New standards in terms of individualization via light signatures



Second Generation OLED combination rear lights with car-to-X communication



Illuminated rings at the rear



A combination of superior driving performance, expressive design and digital functions make PPE-based cars desirable for the broad range of customers

Adaptive cruise assist
with swarm data

>30 safety &
assistance systems
available



Software Updates
over the air

Functions
on demand

Digital OLED
rear lights

Sound zones
with headrest
speakers

Virtual exterior mirrors
2nd gen.¹

Adaptive air
suspension



New curved panoramic
display

Panoramic glass
roof electrically
shadeable¹

¹ only available in A6 e-tron
family

Audi Q6 e-tron quattro:
Power consumption
(combined): 19.7 -17.0
kWh/100 km; CO₂ emissions
(combined): 0 g/km;
CO₂-class: A

Front passenger display
with shutter mode

Augmented Reality
Head-Up Display

Matrix LED headlights



Audi A6 Avant e-tron:
Power consumption
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kWh/100 km; CO₂ emissions
(combined): 0 g/km;
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Audi A6 Sportback e-tron :
Power consumption
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Transition from single option to focused option packages enables reduction of complexity

Previously

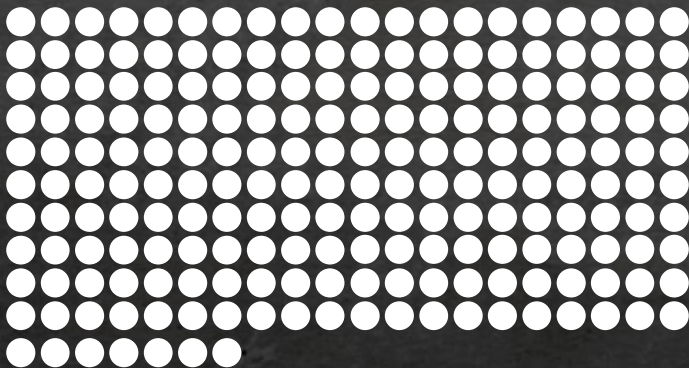
Standard items



Option packages



Single options



PPE & PPC

Standard items



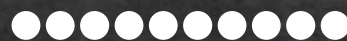
Technology packages



Option packages



Single options



+ Over-the-air update capability

Benefits for customers

- > Convenient decision making
- > Streamlined order process
- > Packages definition based on customer experiences
- > Stable residual values

Benefits for Audi

- > High standard setting and higher positioning
- > Reduced complexity in Hard- & Software leads to improved Over-the-Air Update capability
- > Enhanced stability in development and production processes

Q6 e-tron and A6 e-tron families addresses broad customer segments across the globe, leading to attractive economics

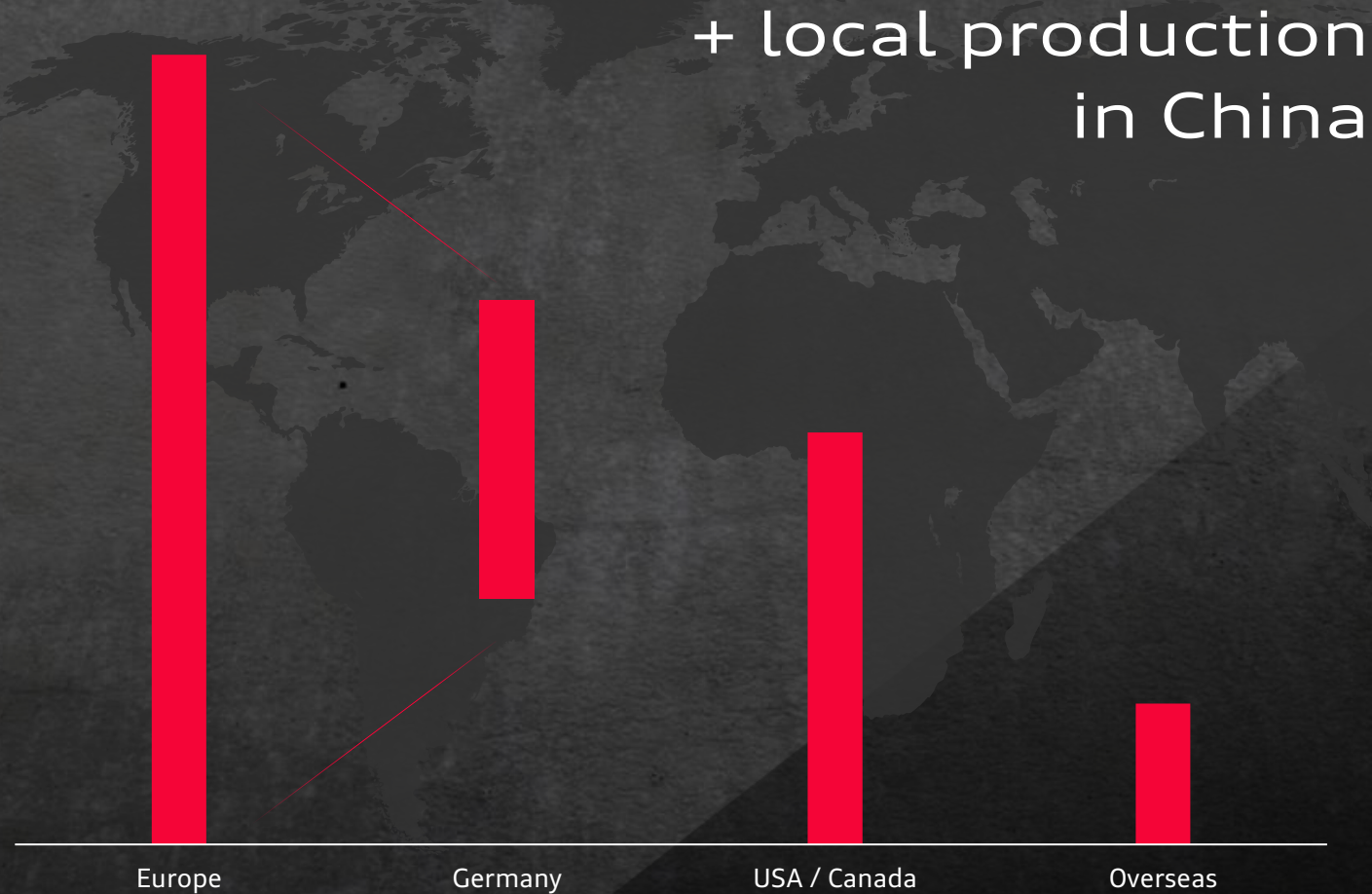


Q6 e-tron family



A6 e-tron family

Projected lifecycle sales volume



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The versions developed specifically for the Chinese market boast a longer wheelbase and a localized digital offering and design features

Local production
in Changchun

Market introduction 2025

Longer wheelbase vs. world model

Market-specific infotainment
and ADAS solutions

>700 km CLTC range

Available with LFP battery from 2026
onwards





Q&A