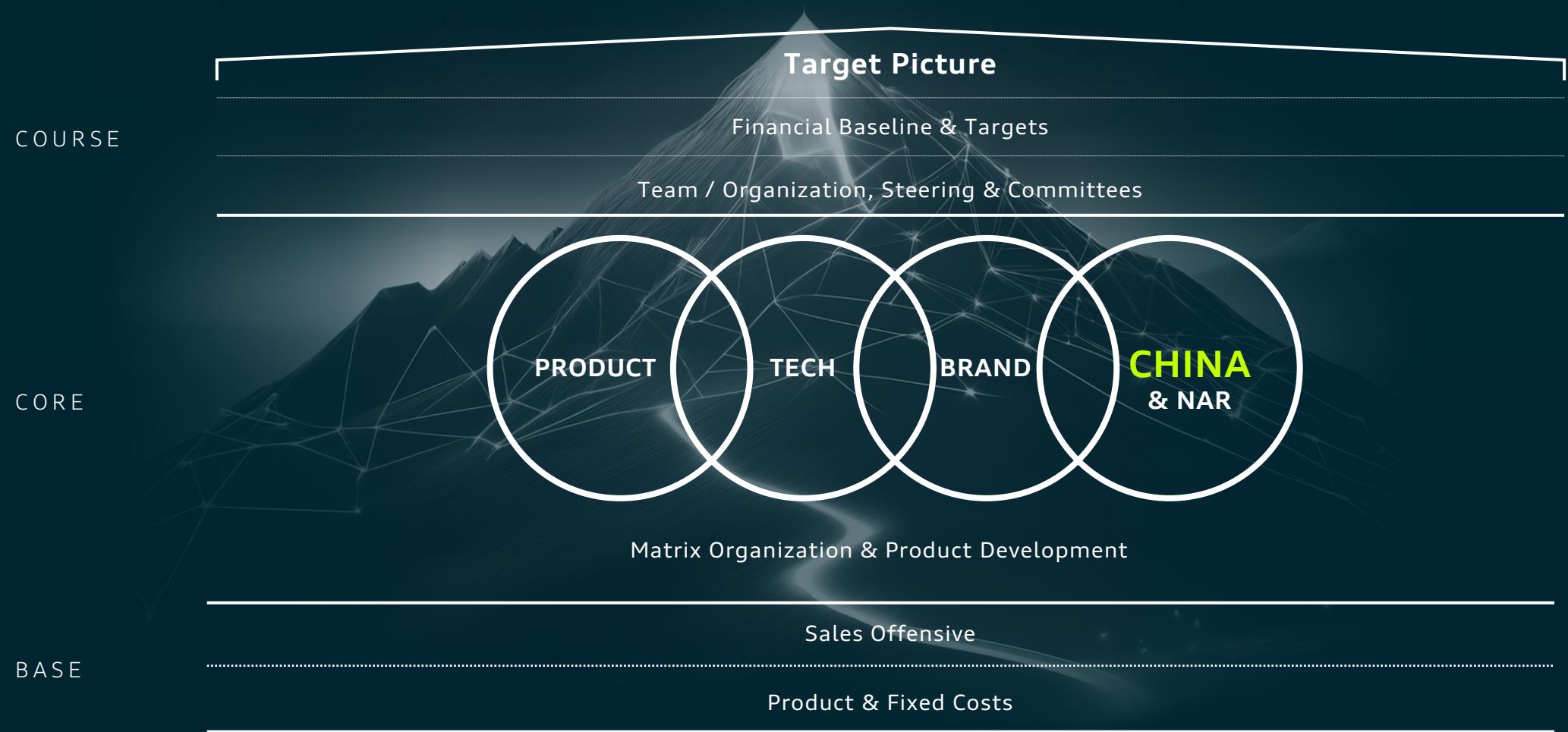


Johannes Roscheck
罗英瀚

President of Audi China
奥迪中国总裁

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

The background features a blurred sequence of Audi racing cars from different eras: a vintage 1930s Formula 1 car, a modern rally car, and two Le Mans prototypes, all shown in motion on a track.

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*

+46%

4 m



NEV share
42%

6 m



NEV share
78%

by 2030

85-95%

of premium market*
in Tier 1-3 cities

by 2030

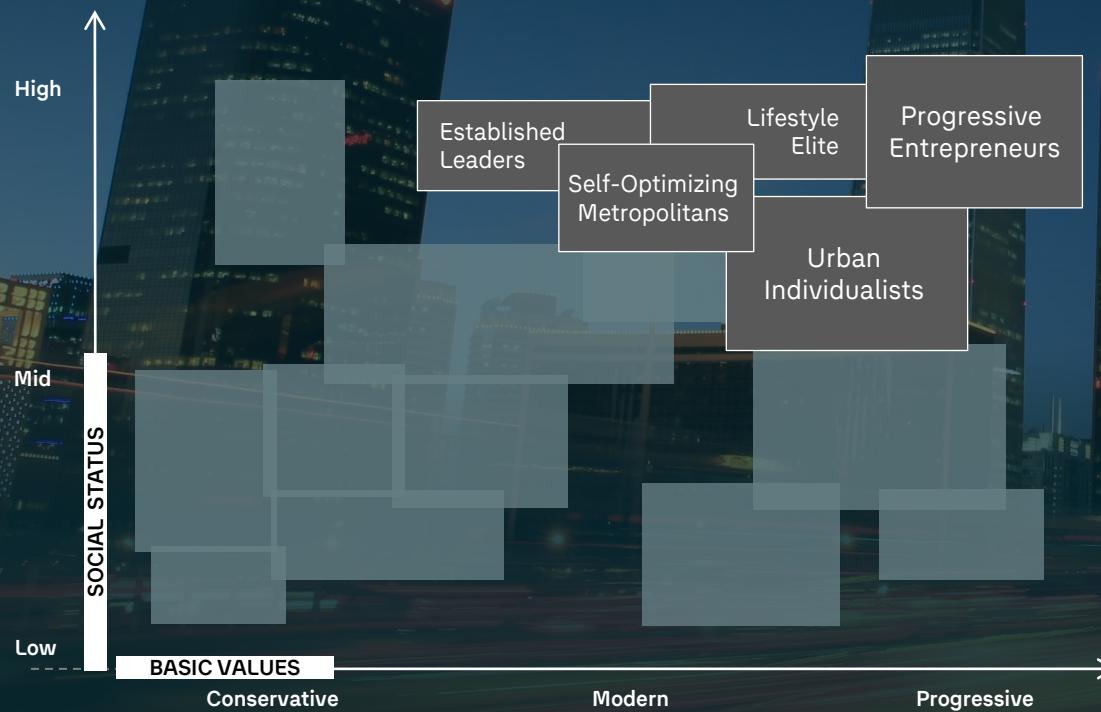
>85%

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%



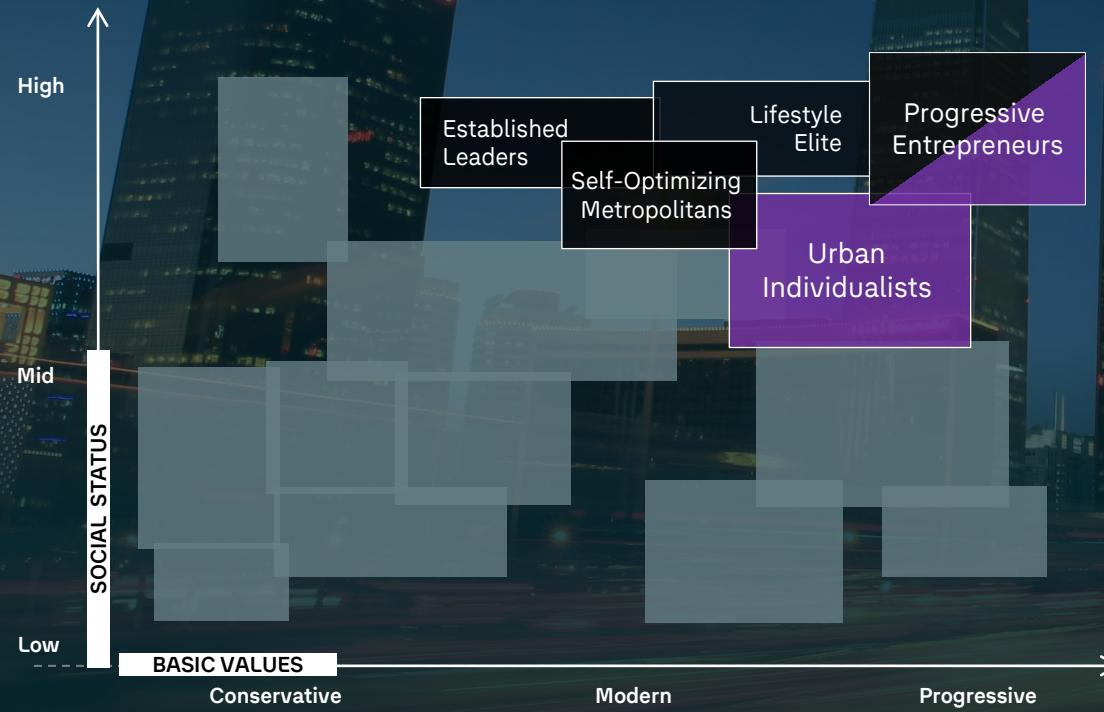
Highest monthly
household income (RMB)*

37k



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



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



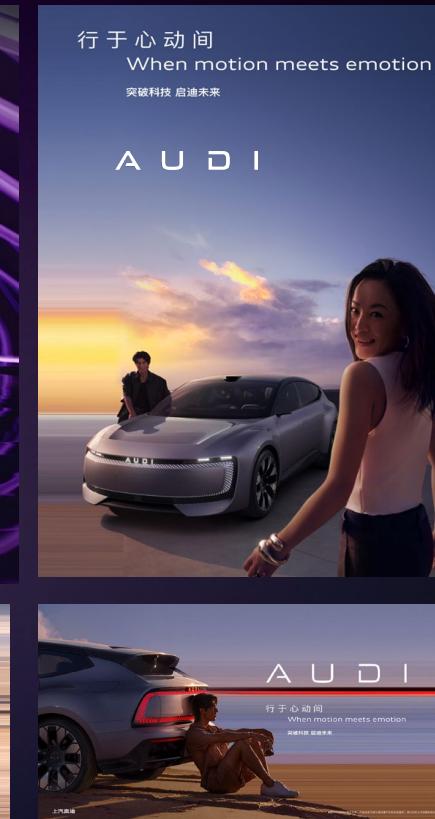
2 different customer groups and growing profit pools

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



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

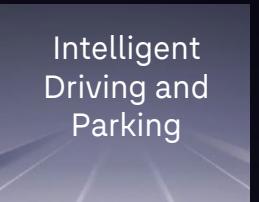
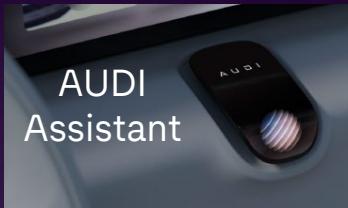


#2

Proportion
perception

Technical characteristics

The first AUDI model offers superior characteristics



Product outlook

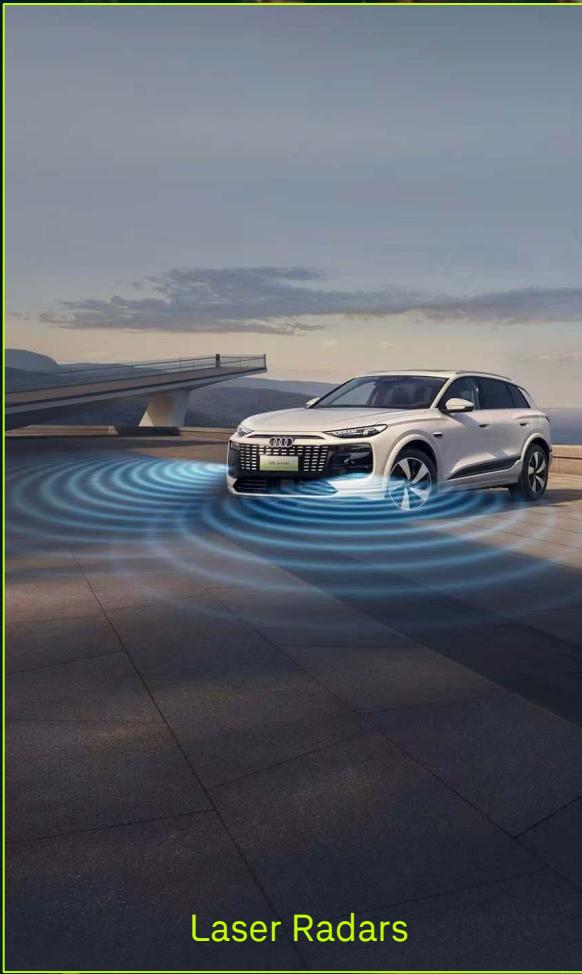
3 new ICVs built on the Advanced Digitized Platform





Four Rings portfolio

More connected than ever with best-in-class technology





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



Products to target
the most progressive
customer groups



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



Strong momentum:
14 new localized models
until 2027



Enhanced local
innovation approach
with Innoway