

Audi Corporate Regulations

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Statement of Principle on Artificial Intelligence (AI) at AUDI AG

Objective:

In this Statement of Principle, AUDI AG pledges to responsibly use artificial intelligence (AI), the defining technology of today's world.

Preamble:

Artificial intelligence (AI) is a pivotal technology that is both highly complex and extremely dynamic. Its use creates tremendous opportunities, but also poses risks. In its strategy "Vorsprung 2030," AUDI AG expresses its commitment to sustainability as well as binding ethical principles in corporate leadership. The Group reiterates this commitment with this Statement of Principle on the responsible use of artificial intelligence conducted on the basis of the respective legal framework, the Audi Code of Conduct and the Audi Guiding Principles for Trustworthy AI described below.

With the purpose "Meaningful technology to keep the world in motion" included in the company's "Vorsprung 2030" strategy, Audi is shaping tomorrow's world of progressive premium mobility. The defining aspect of this work centers on the holistic mobility experience. Forward-looking products and services go hand in hand with the fundamental transformation of Audi along its entire value chain. AI can play a key role in such areas as the development, production and marketing of our products, support business processes and procedures in specialist functions and help generate added company value.

Our understanding of AI:

Applying the current general definition of AI, we view the technology as the capability of machines to support and enhance such human abilities as communication, seeing, hearing, decision-making and acting. We view AI systems as learning technical systems that experience their environment, interact with it and perform tasks with the goal of producing concrete results.

Audi Guiding Principles for Trustworthy AI:

Audi applies three guiding principles for responsible AI. These help employees of AUDI AG understand AI and will be integrated into everyday business operations through their inclusion in internal policies and effective management systems. We base our principles on the "Ethics Guidelines for Trustworthy AI" of the European Union. These EU guidelines focus on both human beings and potential risks. They also describe AI systems, processes, results and actors who play a role in the service life of these systems.

Principle 1 – Respect:

We respect the personal and self-determination rights of our users, business partners, employees and other stakeholders such as organizations and representatives of the political community, academia, society as a whole and the media. The protection of these rights has the highest priority when decisions related to the use of AI are made. Our aim is to ensure that AI systems are used in a manner that reflects our four corporate values: appreciation, openness, responsibility and integrity and that these systems strengthen our commitment to sustainability, society and the environment.

Principle 2 – Security:

We facilitate the secure application of AI systems on behalf of our users, business partners, employees and other stakeholders like organizations and representatives of the political community, academia, society as a whole and the media by making these systems technically robust as well as by identifying and managing potential risks. Like all of our products and services, AI systems are subject to legal, company quality, sustainability, cybersecurity and data protection requirements. AI systems are also subject to human oversight and accountability requirements. Human action will always take precedence over AI applications.

Principle 3 – Transparency:

Within the scope of our responsibility, we provide transparency to our users, business partners, employees and other stakeholders like organizations and representatives of the political community, academia, society as a whole and the media regarding the ways that AI is used in our products, services, business processes and work procedures. By doing so, we openly address questions and concerns as well as create trust.

Scope:

This Statement of Principle by AUDI AG is reviewed annually in consideration of political, legal and social developments related to AI and revised as necessary.

Ingolstadt, April 2024



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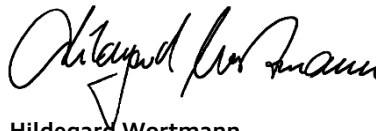
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