Audi Analyst Day 2024

Audi A6 Sportback e-tron performance:
Electric power consumption (combined): 15.9-14.0 kWh/100 km; CO_2 emissions in (combined): 0 g/km; CO_2-class: A

Disclaimer

The following presentations as well as remarks/comments and explanations in this context contain forward-looking statements on the business development of the Audi Group. These statements are based on assumptions relating to the development of the economic, political and legal environment in individual countries, economic regions and markets, and in particular for the automotive industry, which we have made on the basis of the information available to us and which we consider to be realistic at the time of going to press. The estimates given entail a degree of risk, and actual developments may differ from those forecast. All figures are rounded, so minor discrepancies may arise from addition of these amounts.

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.

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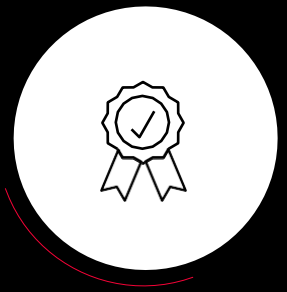
Audi Agenda

Dr. Michael Müller | Director Corporate Strategy

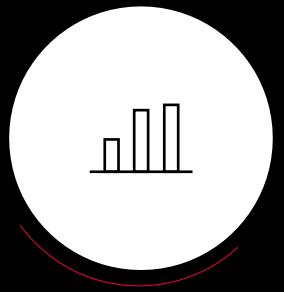
Audi A6 Avant e-tron performance:
Electric power consumption (combined): 17.0-14.8 kWh/100 km; CO2 emissions in (combined): 0 g/km; CO_2-class: A

Starting point

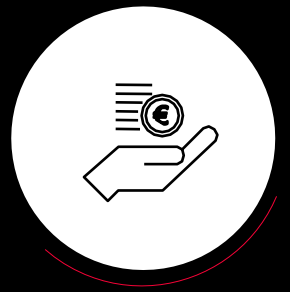
Six key themes for Audi to address



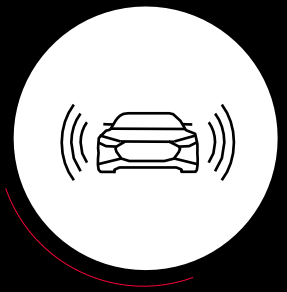
Customer Satisfaction



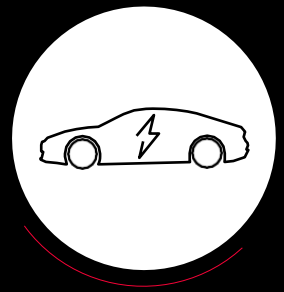
Sales



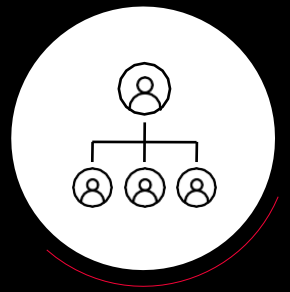
Operating Profit



Vorsprung
durch Technik



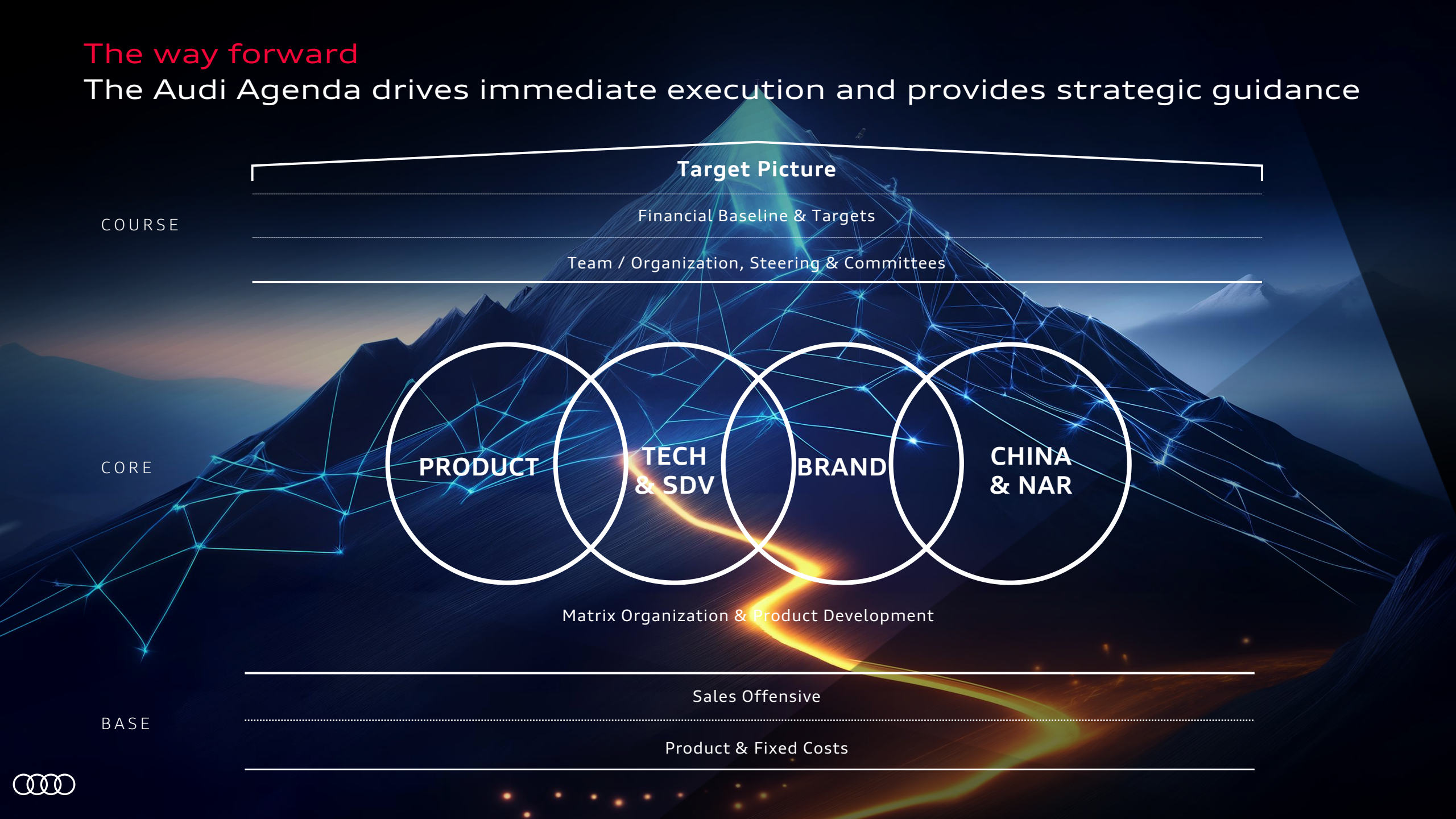
BEV Portfolio



Organization

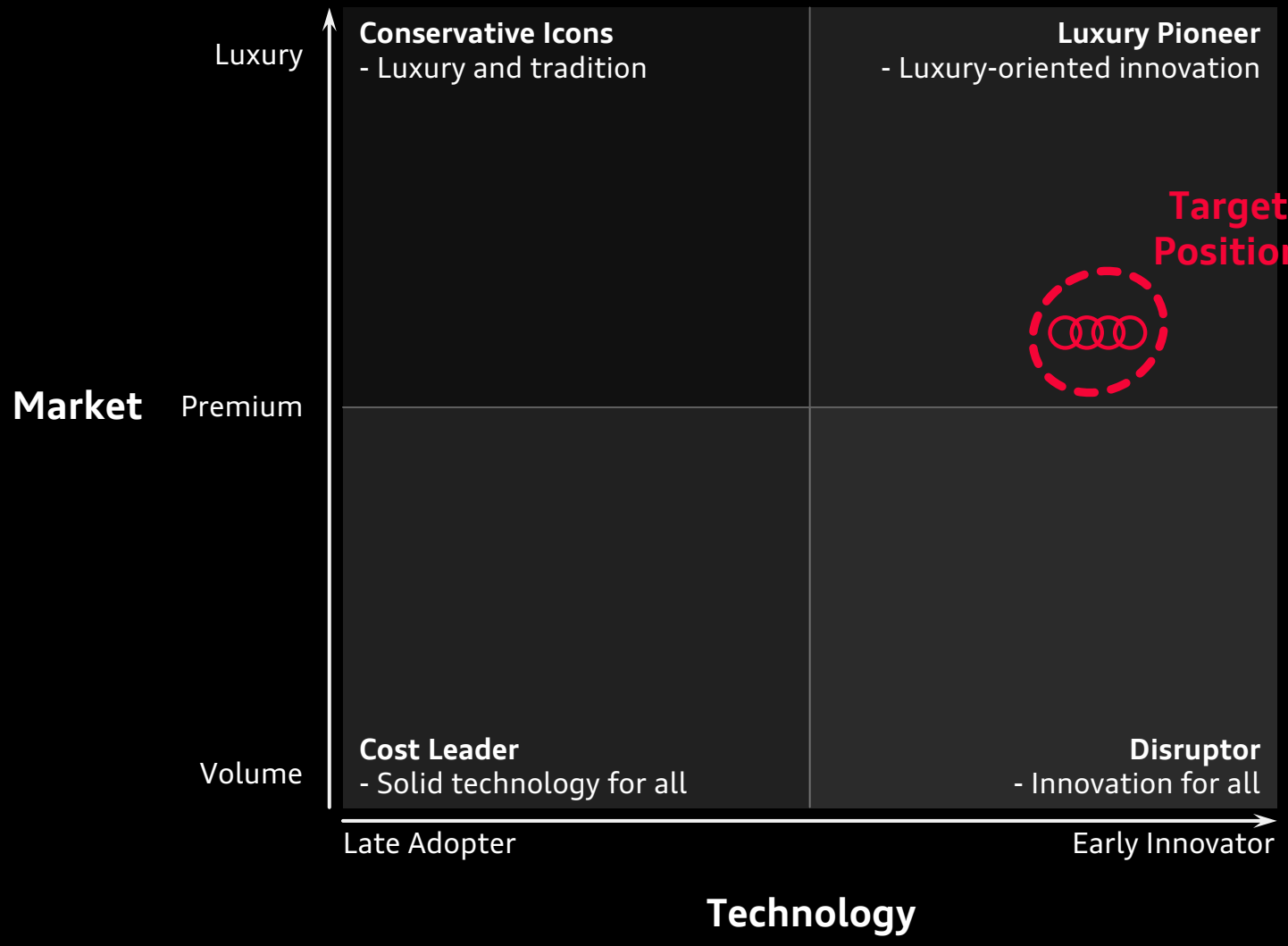
The way forward

The Audi Agenda drives immediate execution and provides strategic guidance



Target Picture – positioning

Target position in progressive premium with technological edge



Premium positioning

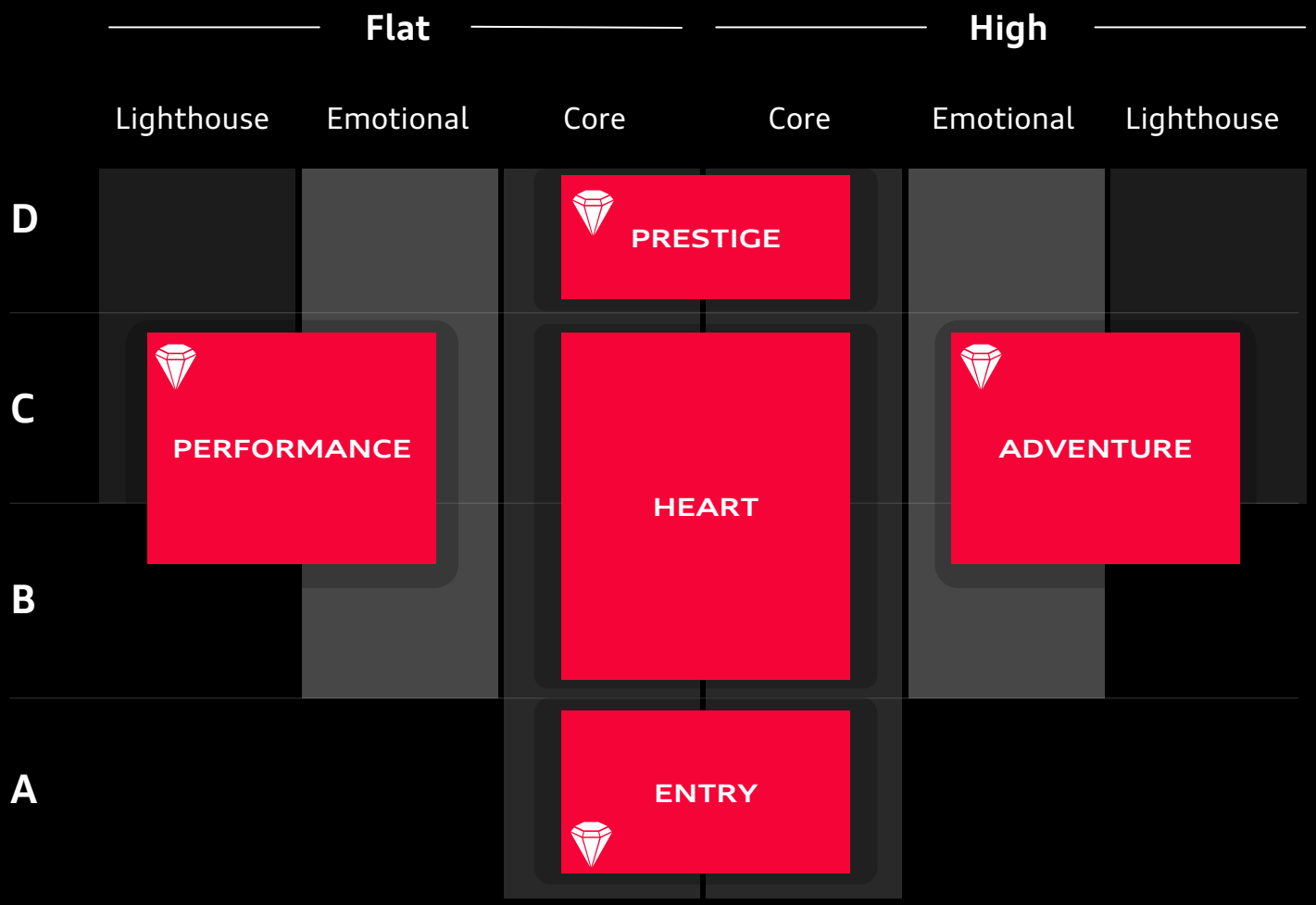
- Focus **on pioneer role in progressive premium**
- **Clear distinction from** luxury segment
- Reduction of **series complexity**

Technology spikes

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

Product – target portfolio

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



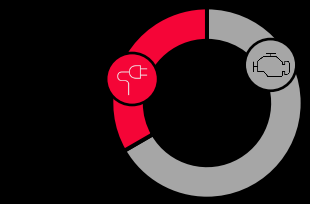
- **9 core models** in target segments; strong segment coverage in the “sweet spot”
- **Selected icons** increase **portfolio attractiveness** and **create brand desirability**
- **Q6 e-tron** on PPE as first step to a wider **BEV model initiative**
- Transition path ICE-BEV with all-new ICE generation,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

Icon

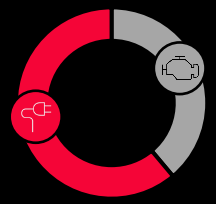
Indicative representation of Audi BEV FBU target portfolio logic

Product – gradual portfolio transformation

New ICE generation enables strategic flexibility during BEV transition



5 BEV[1] 10 ICE[1]



11 BEV[1] 7 ICE[1]

11 BEV[1]

2025 2030 2033+

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

Quality

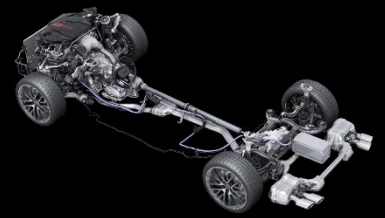
Design

Driving Dynamics

Digital Experience incl. HMI

Aerodynamics & Efficiency

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

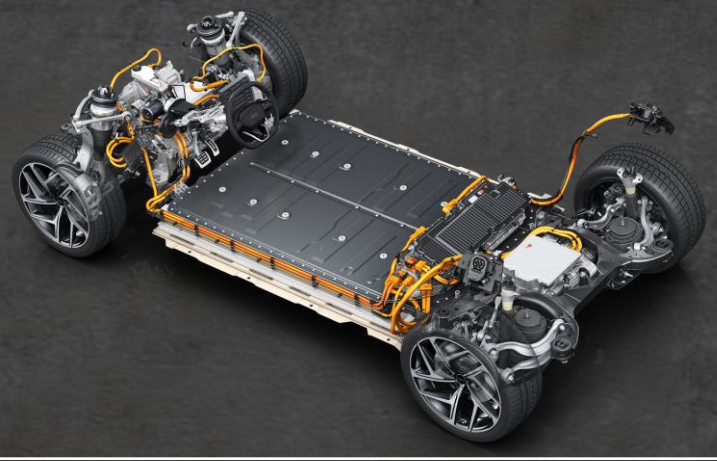
Dr. Robert Meyer | Senior Vice President Product Lines PPE

Audi A6 Sportback e-tron performance:
Electric power consumption (combined): 15.9-14.0 kWh/100 km; CO_2 emissions in (combined): 0 g/km; CO_2-class: A

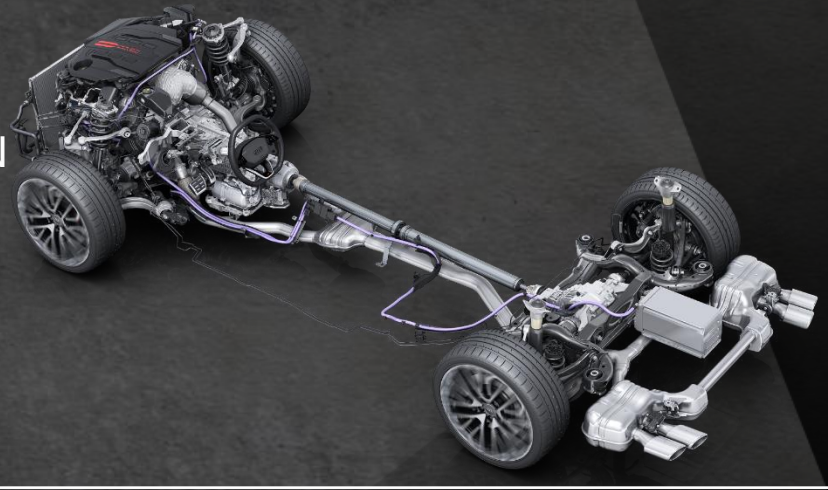
Audi A6 Avant e-tron performance:
Electric power consumption (combined): 17.0-14.8 kWh/100 km; CO_2 emissions in (combined): 0 g/km; CO_2-class: A

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

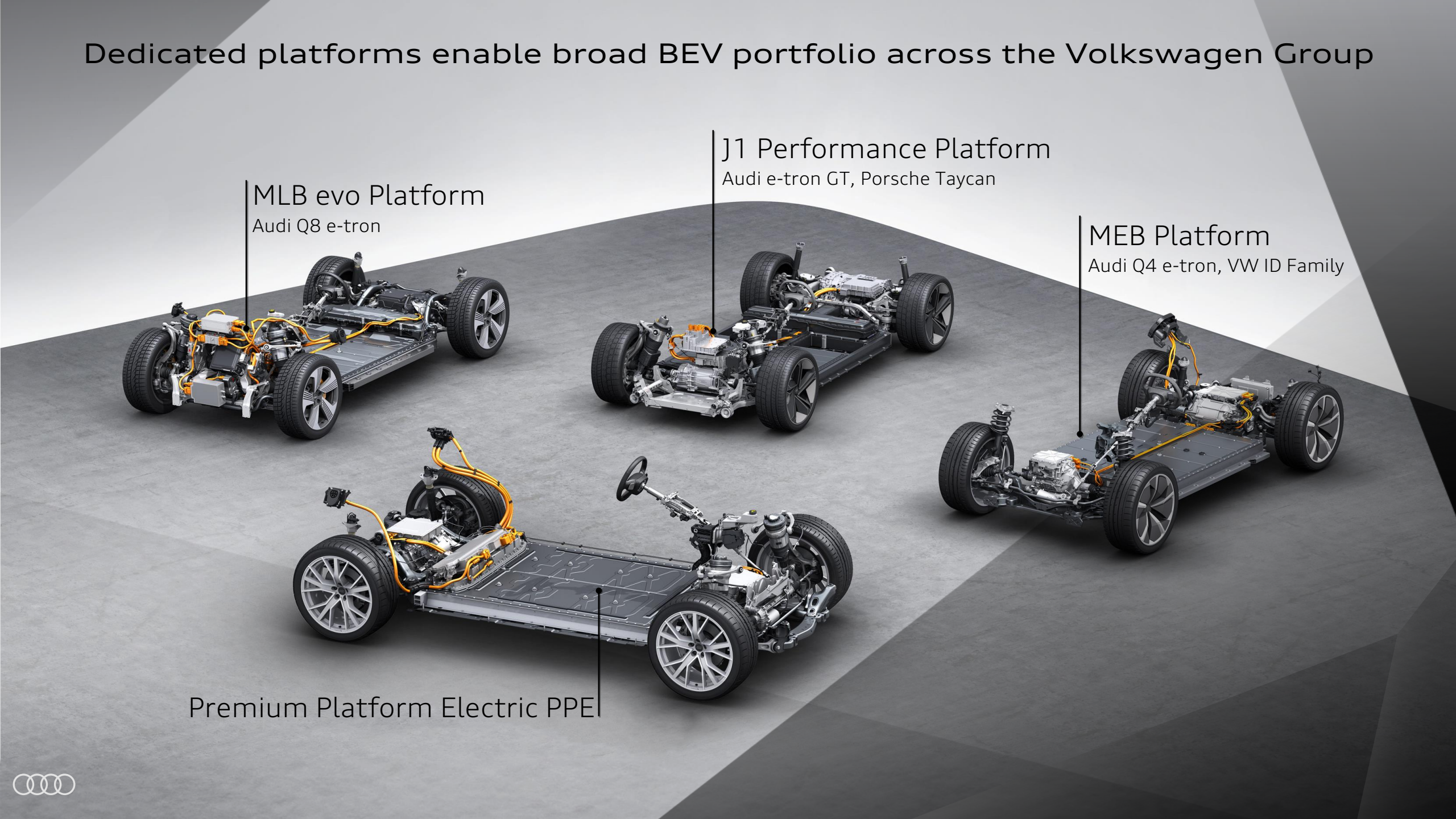
Audi A5

Audi Q5

Audi A7

E³ 1.2
ELECTRONIC
ARCHITECTURE

Dedicated platforms enable broad BEV portfolio across the Volkswagen Group



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

PORSCHE

Porsche Macan Electric

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Audi A6 Sportback e-tron :
Power consumption (combined): 15.9-14.0 kWh/100 km; CO_2 emissions (combined): 0 g/km; CO_2-class: A

Porsche Macan Electric:
Power consumption (combined): 19.8-17.0 kWh/100 km; CO_2 emissions (combined): 0 g/km; CO_2-class: A

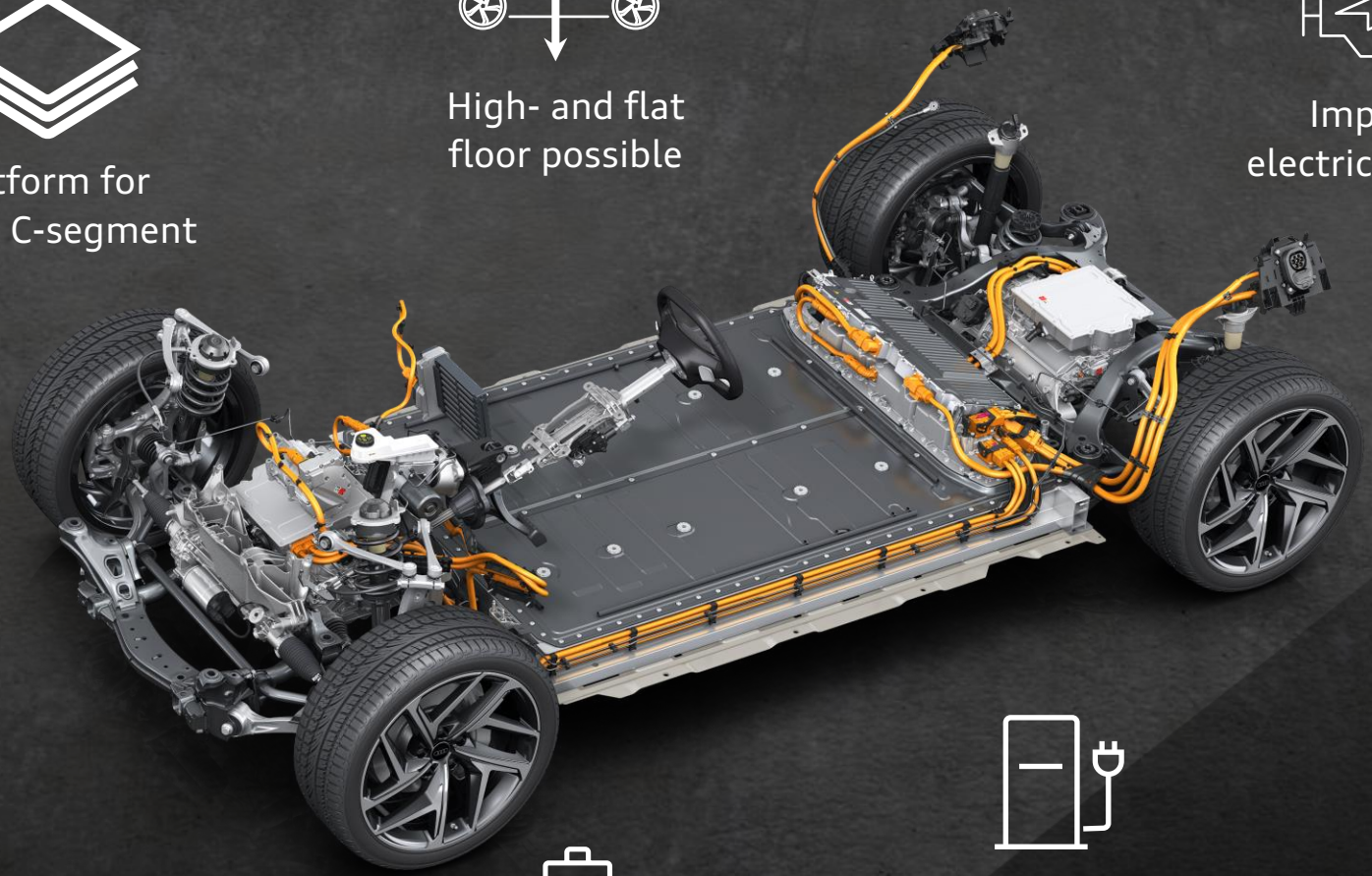
+ China-specific models

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



More efficient
battery system

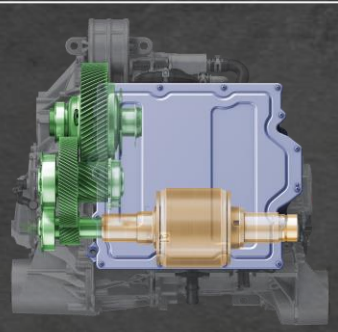
Best-in-class
charging
270kW

800-Volt

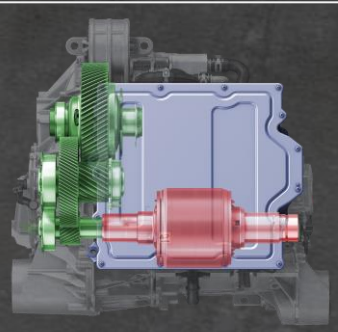
Superior range
(from >600 km
and up to 756 km)

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

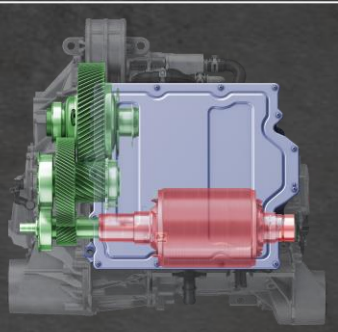
FRONT AXLE



ASM 210-100
275 Nm | 140 kW



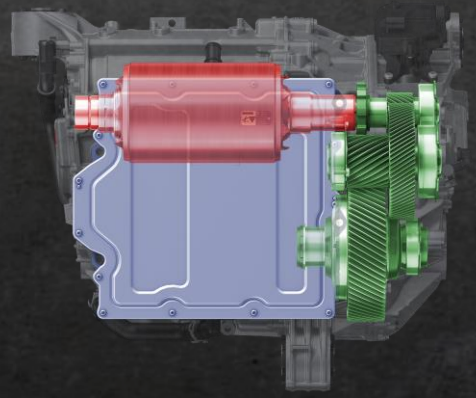
PSM 210-100
310 Nm | 175 kW



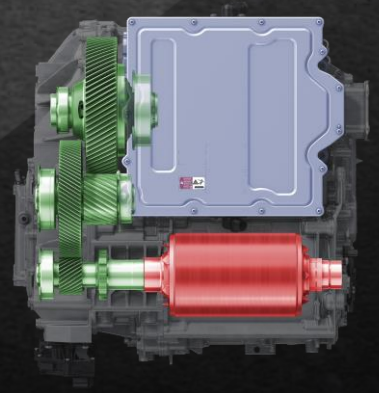
PSM 210-150
440 Nm | 235 kW

REAR AXLE

PSM 210-200
580 Nm | 280 kW



REAR AXLE PERFORMANCE



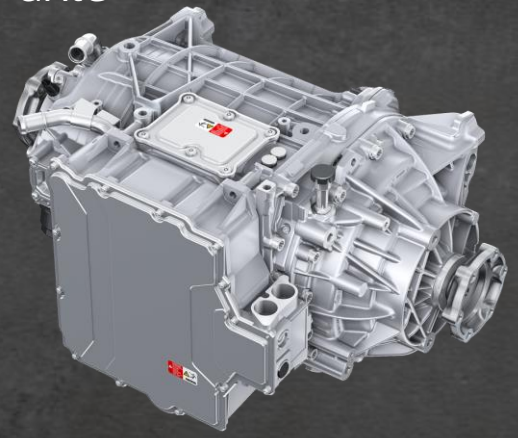
PSM 210-200
580 Nm | 280 kW

PSM 230-150
605 Nm | 310 kW

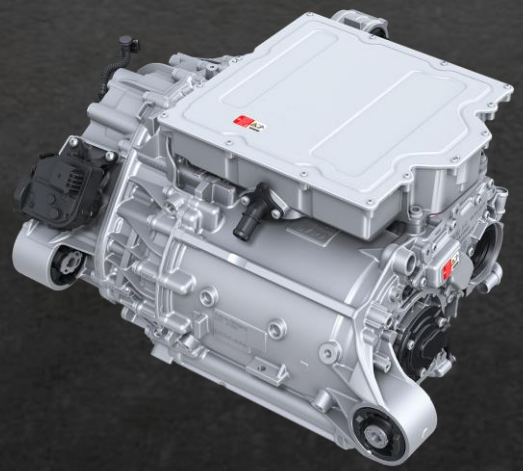
PSM 230-210
765 Nm | 460 kW

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



Drive unit level

Power density

+ 62%

Torque density

+ 66%

Energy consumption of the electric drive unit

- 50%

Vehicle Level

System performance

+ 33%

Drive unit costs

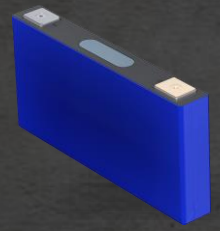
- 15%

Vehicle energy consumption

-30%

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

Cell

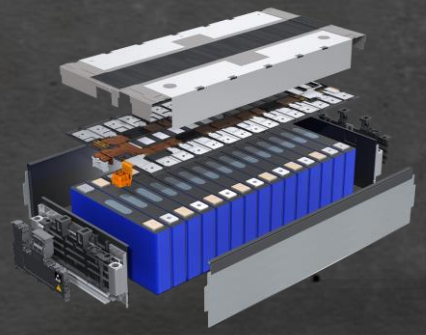


Energy content ↑

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

Weight[1] - 15 %

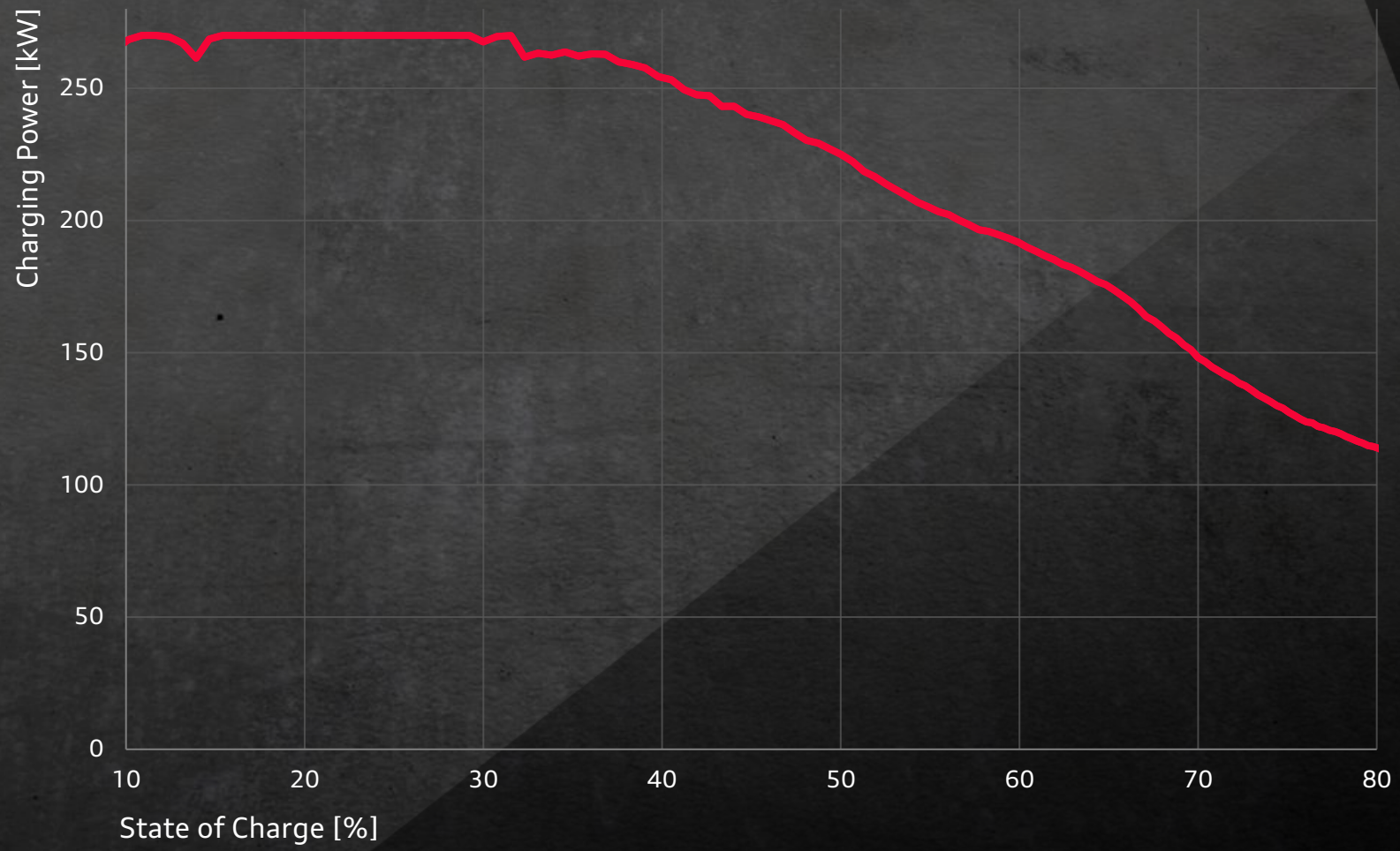
Charging time[1] - 30 %

1 compared to 1st gen. Audi BEV

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/h[1]

up to 641 km
WLTP range[1]

up to 255 km
range charged
in 10 min[1]

Audi A6 Sportback e-tron

5.4-3.9 s
from 0-100 km/h[1]

up to 756 km
WLTP range[1]

up to 310 km
range charged
in 10 min[1]

Audi A6 Avant e-tron

5.4-3.9 s
from 0-100 km/h[1]

up to 720 km
WLTP range[1]

up to 295 km
range charged
in 10 min[1]

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

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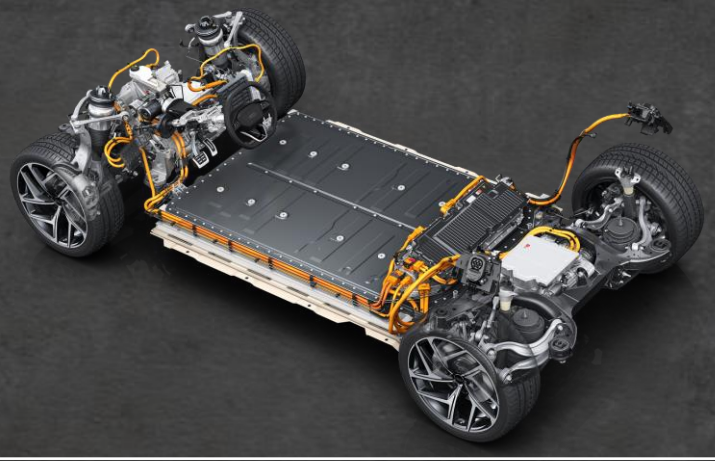
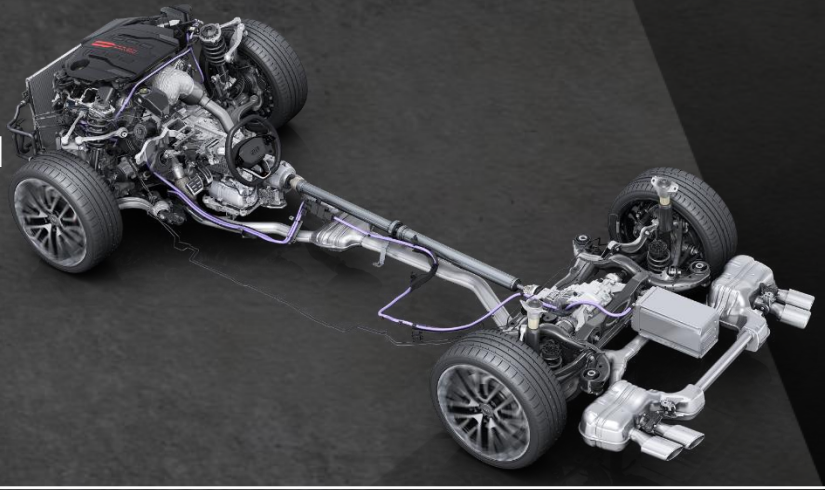
The new platforms PPE and PPC enable major portfolio updates in both BEV and ICE vehicles

PREMIUM
PLATFORM
ELECTRIC



PREMIUM
PLATFORM
COMBUSTION



Audi Q6 e-tron

Audi A6 e-tron

Audi A5

Audi Q5

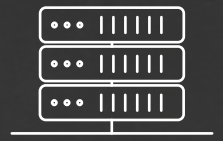
Audi A7

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

Offboard

Consumer Devices



Backend

Car-2-X

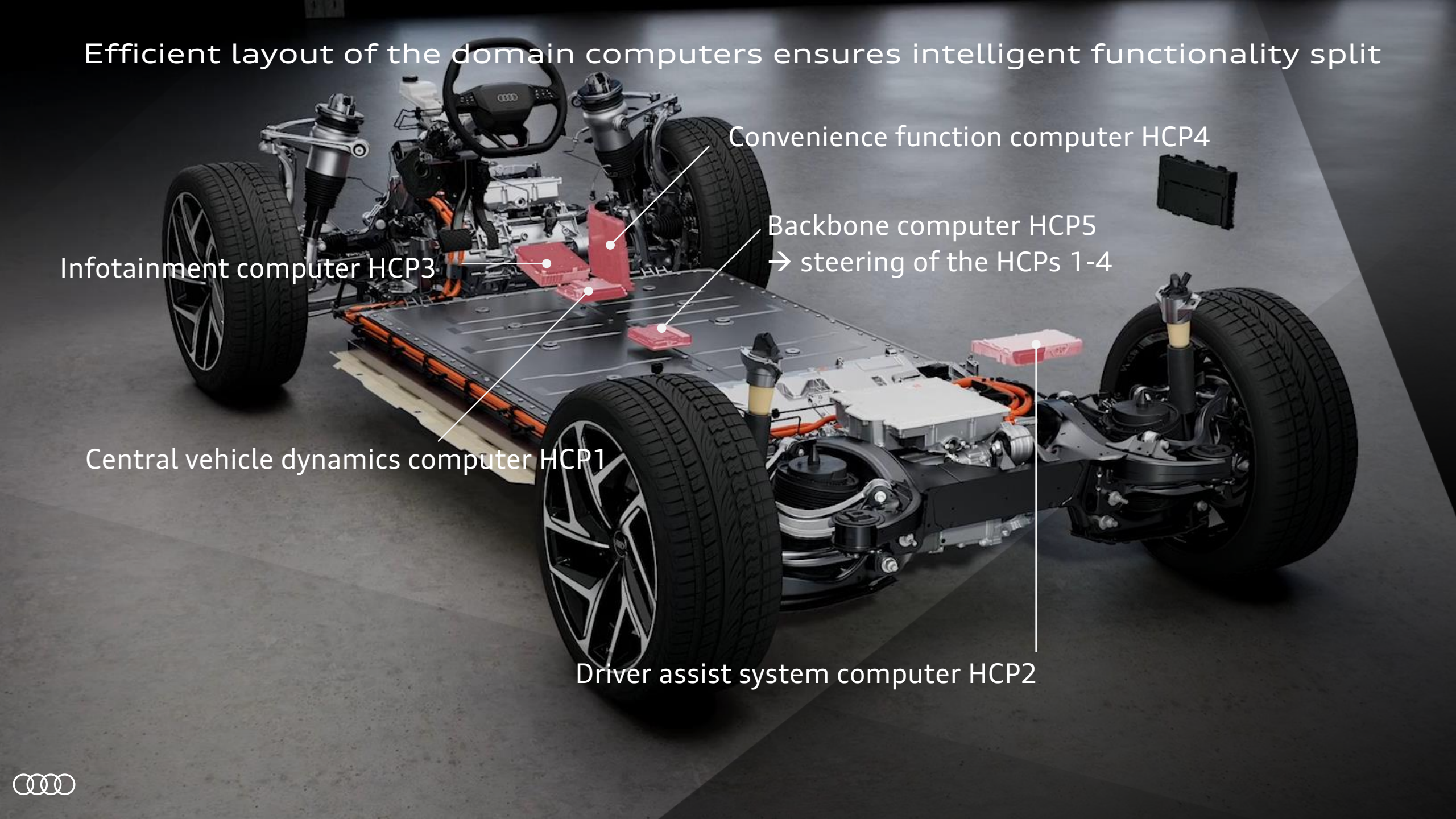
Scalable domain computers

Domain computers

Sensor / Actor-level

Secure and rapid networking

Efficient layout of the domain computers ensures intelligent functionality split



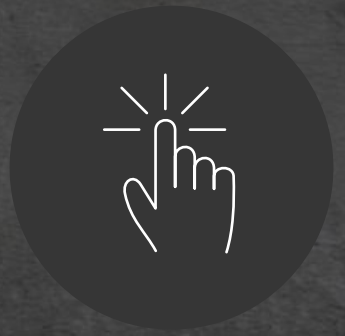
E^3 1.2 electronic architecture enables future-proof functionality

Next generation electronic architecture

E^3 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

Customer benefits

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)

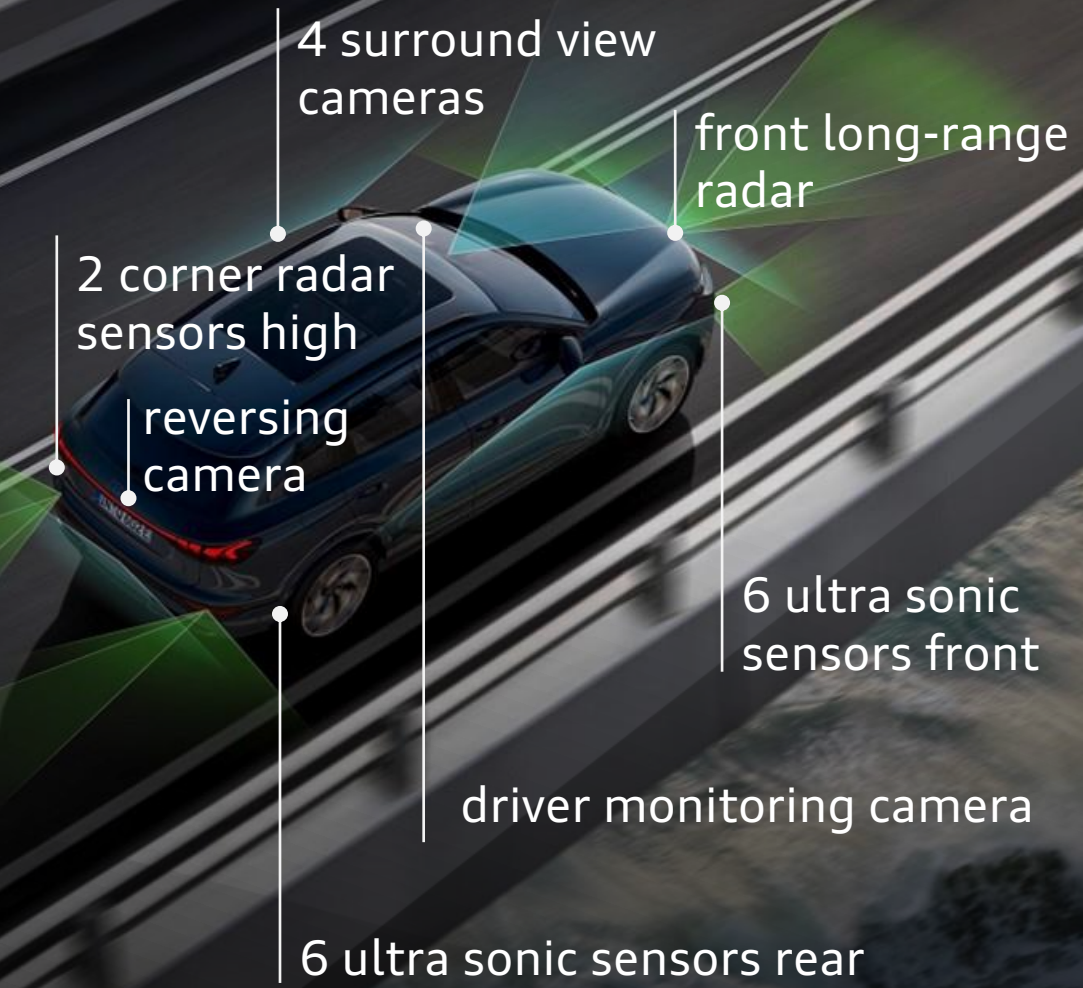
Premium functions and “on demand“-Features

- 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 indivual 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 assist[1]
- Adaptive cruise control[1]
- Camera-based traffic sign recognition[1]
- Traffic sign-based speed limiter[1]
- Top-view camera[1]
- Turn assist[1]
- Lane change assist[1]
- Park assist plus[1]
- Proactive passenger protection system (front, side, read) [1]
- Lane departure warning with emergency assist[1]
- Emergency assist
- Driver attention and fatigue monitor
- Connected speed course[2]



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: Power consumption (combined): 19.7 -17.0 kWh/100 km; CO_2 emissions (combined): 0 g/km; CO_2-class: A

Digital stage offers customer-centric experience in the interior

1 only available in PPE-based cars

2 only available in A6 e-tron family

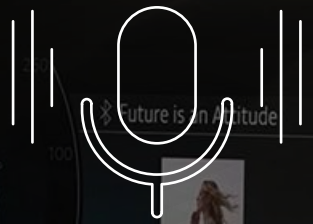
The new augmented reality head up display offers increased field of view as well as improved imaging and expanded functionality

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

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 than100 possible commands

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

+ Chat GPT integration

Proactive suggestions

Routines

Call recommendation

Increase volume

Set drive select to dynamic

Proactive suggestions for increased comfort.

Use onl. speech recog. for more functions.

What is 20 euros in US Dollars?

Hey Audi, redial.

Set preferred services for Audi assistant.

Where can I find Hazard Lights?

Drive me to Munich

Open the window a crack

Set the interior light to green

My feet are cold

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

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

Panoramic glass roof electrically shadeable[1]

New curved panoramic display

Front passenger display with shutter mode

Augmented Reality Head-Up Display

Matrix LED headlights

1 only available in A6 e-tron family

Audi Q6 e-tron quattro:
Power consumption (combined): 19.7 -17.0 kWh/100 km; CO_2 emissions (combined): 0 g/km; CO_2-class: A

Audi A6 Avant e-tron:
Power consumption (combined): 17.0-14.8 kWh/100 km; CO_2 emissions (combined): 0 g/km; CO_2-class: A

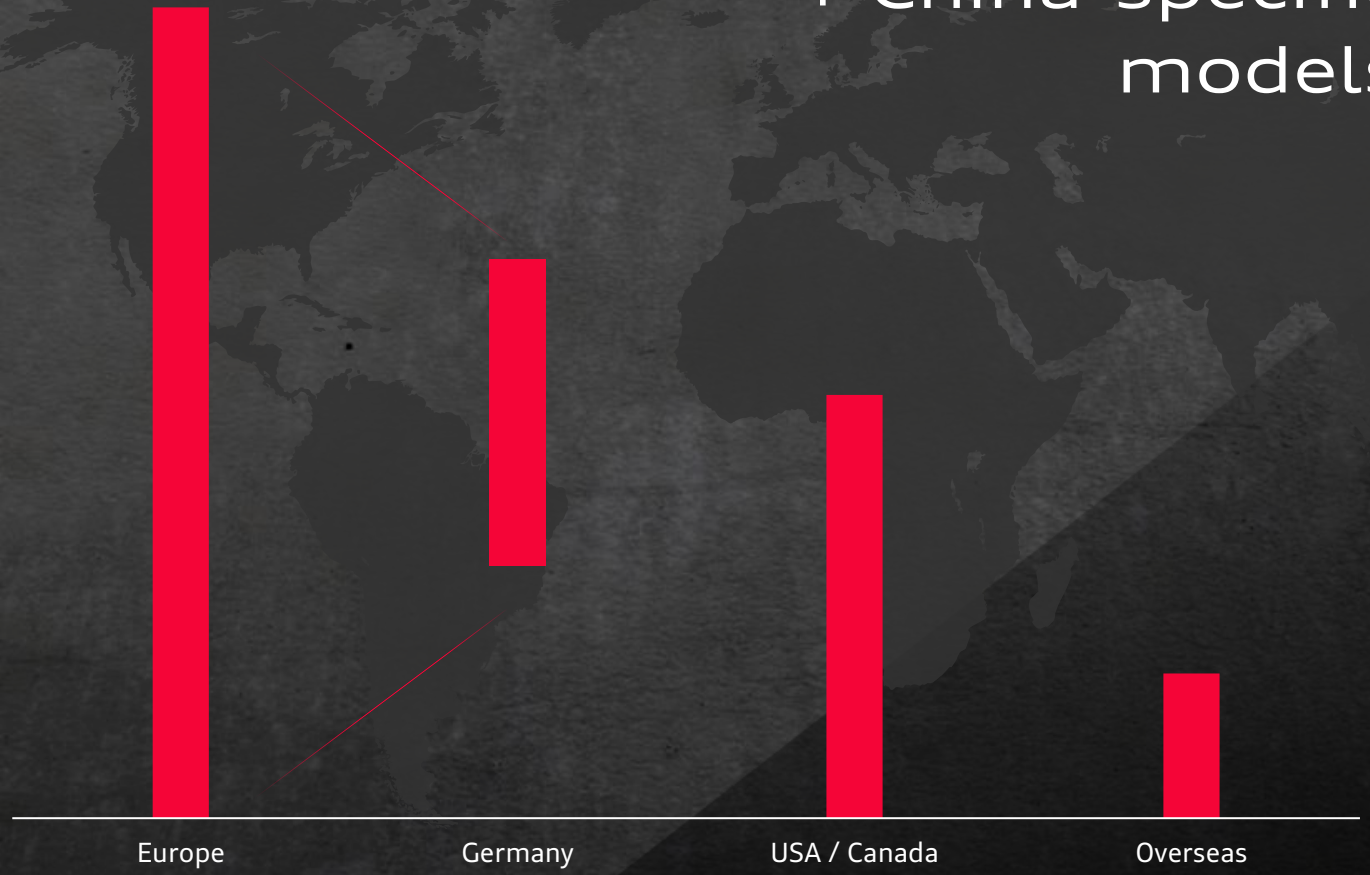
Audi A6 Sportback e-tron :
Power consumption (combined): 15.9-14.0 kWh/100 km; CO_2 emissions (combined): 0 g/km; CO_2-class: A

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



+ China-specific models

Audi Q6 e-tron quattro:
Power consumption (combined): 19.7 -17.0 kWh/100 km; CO_2 emissions (combined): 0 g/km; CO_2-class: A

Audi A6 Avant e-tron:
Power consumption (combined): 17.0-14.8 kWh/100 km; CO_2 emissions (combined): 0 g/km; CO_2-class: A

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

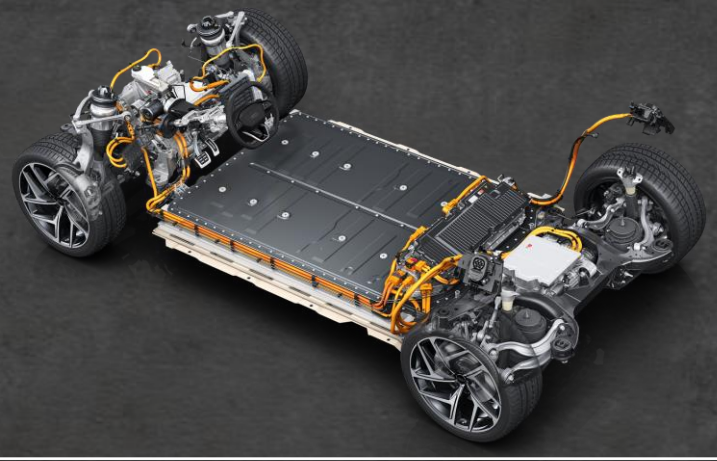
Premium Platform Combustion

Horst Hanschur | Senior Vice President Product Line PPC / MLB

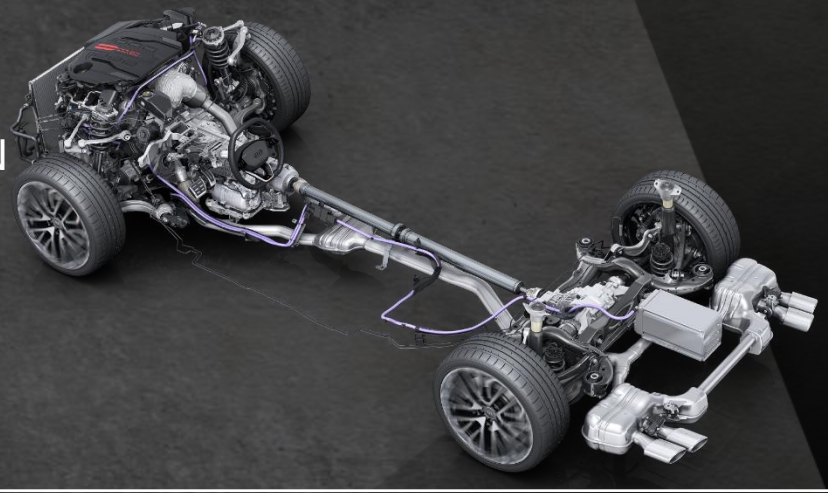
Audi S5 Avant TFSI:
Fuel consumption (combined): 7.9-7.5 l/100 km; CO_2 emissions (combined): 180-169 g/km; CO_2 class: G-F

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

The updated platform enables solutions for higher efficiency, performance, boosting hybridization and future-proof electronics architecture

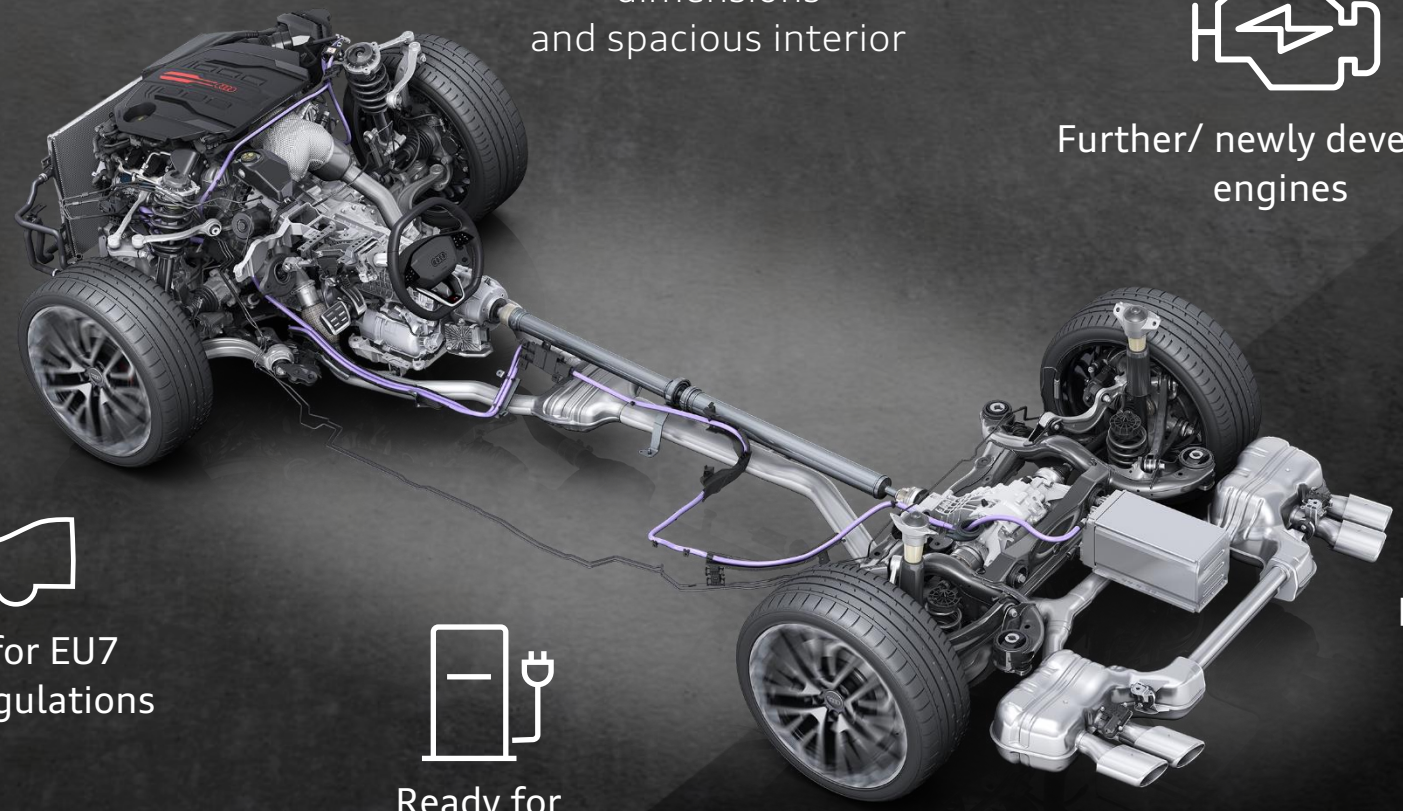
Platform for
B- and C-segment

High- and flat
floor possible

Increased vehicle
dimensions
and spacious interior

Further/ newly developed
engines

E³ 1.2 electronics
architecture



48 V

48 Volt
MHEV plus system
thanks to
powertrain generator

Designed for EU7
emission regulations

Ready for
PHEV model range

Thanks to strict interlocking and synergetic development PPC leads to substantial reduction in platform costs

Previous generation

A4 / A5

Q5

A6 / A7

+ China-specific models

reduced complexity and R&D costs

up to 60% COP between platform models

>60% lower number of engine-transmission-combinations

major elements of MLB platform reused

Follow up generation

A5

Q5

A7

+ China-specific models

Audi A4 Avant:
Fuel consumption (combined): 8.0-4.7 l/100 km; CO_2 emissions (combined): 183-124 g/km; CO_2 classes G-D

Audi A5 Coupé:
Fuel consumption (combined): 7.7-4.7 l/100 km; CO_2 emissions (combined): 175-122 g/km; CO_2 classes F-D

Audi A6 Avant:
Fuel consumption (combined): 9.4-5.3 l/100 km; CO_2 emissions (combined): 213-138 g/km; CO_2 classes G-E

Audi A7 Sportback:
Fuel consumption (combined): 9.3-5.3 l/100 km; CO_2 emissions (combined): 210-138 g/km; CO_2 classes G-E

Audi Q5:
Fuel consumption (combined): 9.1-5.6 l/100 km; CO_2 emissions (combined): 229-146 g/km; CO_2 classes G-E

Audi A5 Sedan:
Fuel consumption (combined): 7.7-4.7 l/100 km; CO_2 emissions (combined): 176-124 g/km; CO_2 classes G-D

Audi Q5 SUV:
Fuel consumption (combined): 7.6-45.9 l/100 km; CO_2 emissions (combined): 174-146 g/km; CO_2 classes F-E

The Audi A5 and Audi Q5 families are the first B-Segment models on the PPC platform; the C-Segment will follow later with the A7

Q5

San José Chiapa

A5

Neckarsulm

A7

Audi A5 Sedan:
Fuel consumption (combined): 7.7-4.7 l/100 km; CO_2 emissions (combined): 176-124 g/km; CO_2 classes G-D

Audi Q5 SUV:
Fuel consumption (combined): 7.6-5.9 l/100 km; CO_2 emissions (combined): 174-146 g/km; CO_2 classes F-E

Optimized engine selection covers the customer needs with lower complexity; PHEV models will follow

Engine programme for market launch
of A5 and Q5 families[1]

2.0 R4 TFSI

110 kW (150 hp)
front
Start/Stop[2]

150 kW (204 hp)
front | quattro
Start/Stop[2] / MHEV plus[3]

2.0 R4 TDI

150 kW (204 hp)
front | quattro
MHEV plus

3.0 V6 TFSI

270 kW (367 hp)
quattro
MHEV plus

S Models

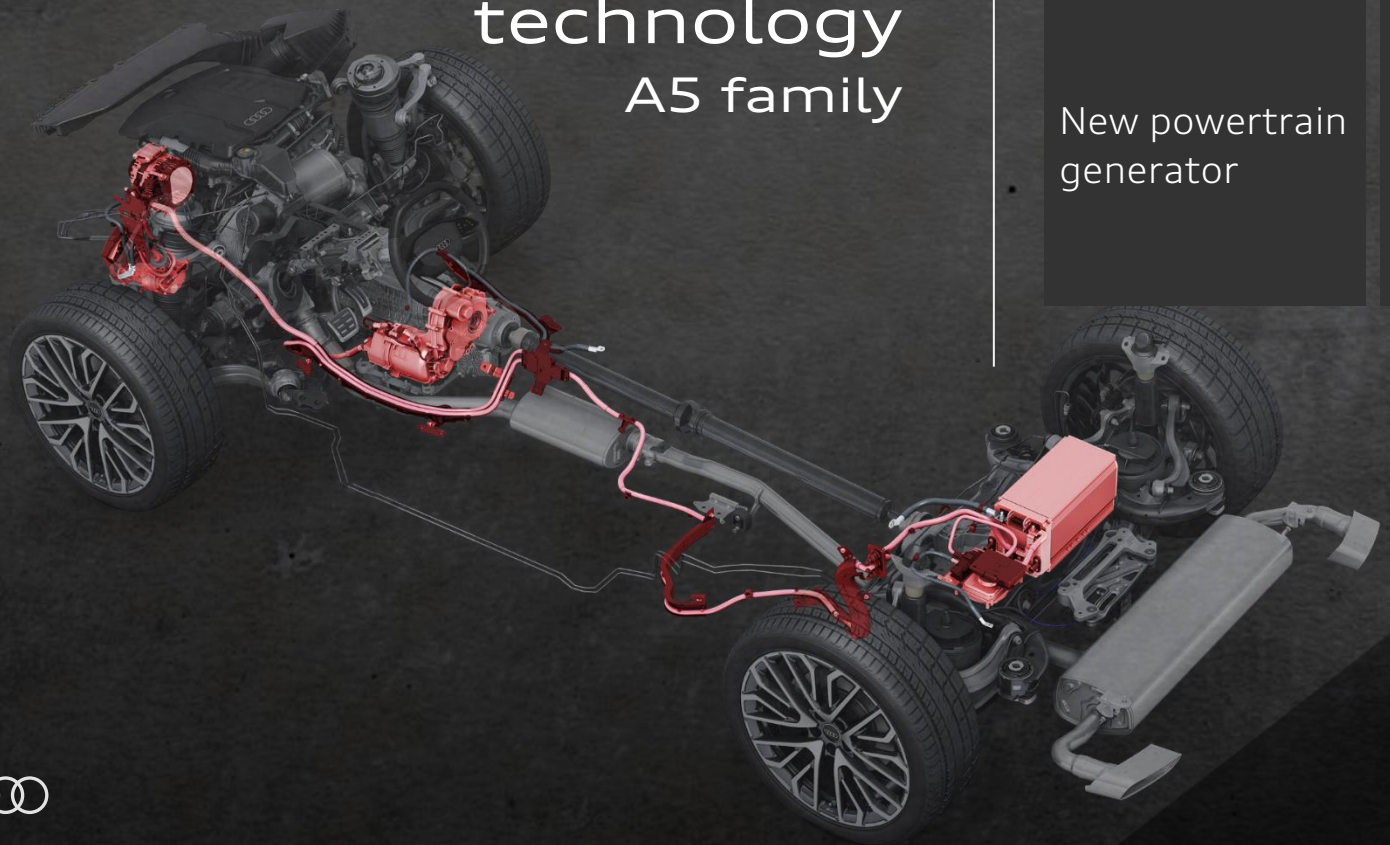
... with more to come

e.g. TFSI e

1 availability, depending on model
2 A5 family
3 Q5 family

MHEV plus boosts power and improves comfort while lowering emissions

MHEV plus technology
A5 family



Standard 48-volt electrical system	18 kW (24 hp) electrical power	Recuperation: up to 25 kW Power This enables electric driving as well as electric parking and maneuvering
New powertrain generator	Increased performance	CO_2 potential: TDI: up to 10 g/km S model: up to 17 g/km (according to WLTP)

PHEV models will expand the offer in the course of the product lifecycle

PHEV

220 kW
quattro

270 kW
quattro

Two power levels with a range of around 80-100 kilometers, depending on model

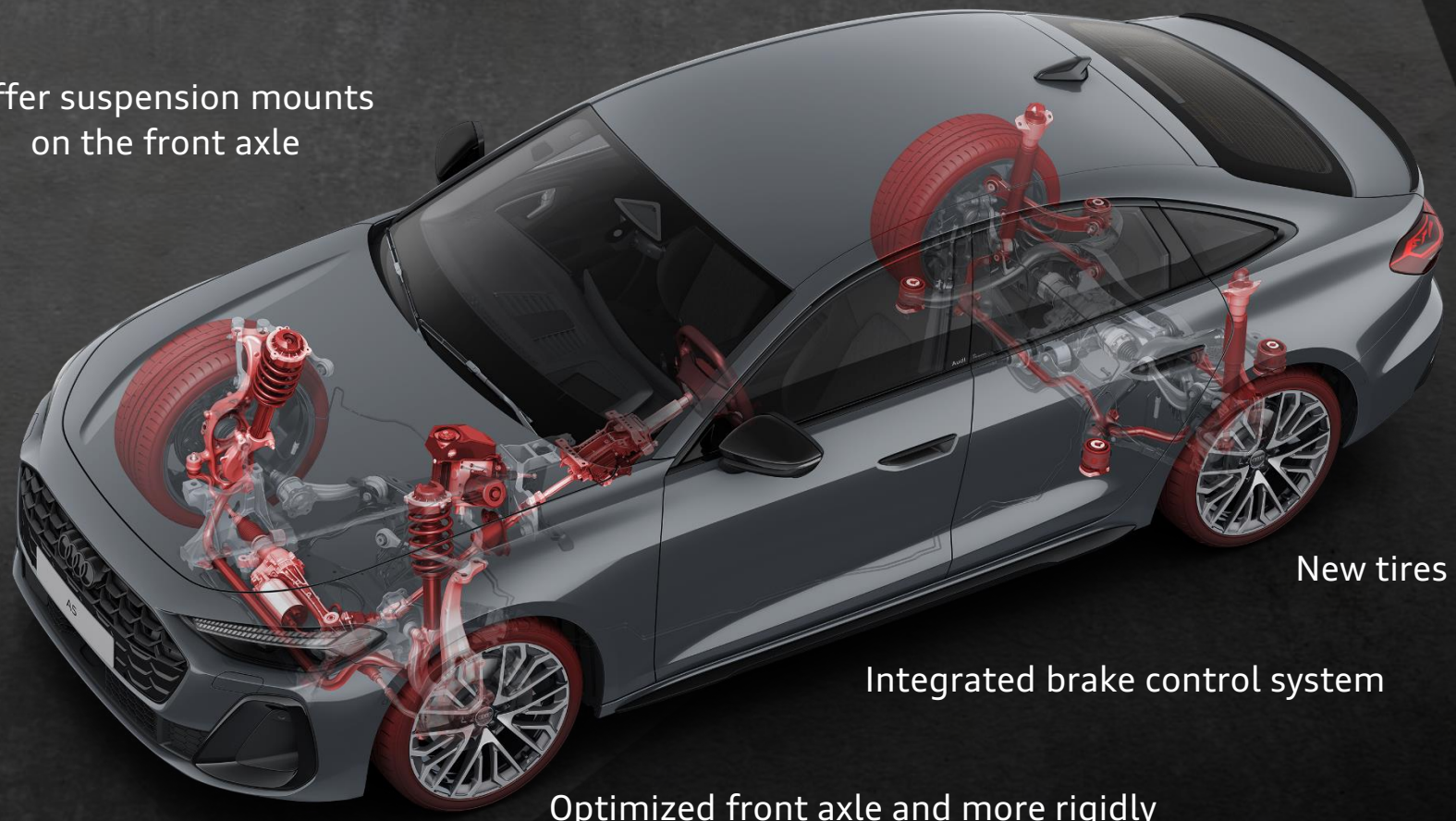
Offer in the course of the product cycle

The updated chassis and steering enable superior driving performance – Drive modes selection enables adjustments for respective scenarios

New chassis and steering

A5 family example

Precise, agile and neutral driving experience



E^3 1.2 offers the backbone of the digital stage in the new A5 – BEV and ICE families offer harmonized digital experience

With the new Q5, Audi underlines its leading role in lighting design and technology

Front

Rear

New standards in terms of individualization via light signatures

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

Projection spoiler light

High level of standard settings and fascinating options is available across the model range

Over-the-air updates capability

E³ 1.2 electronic architecture

Sports sedan with a large tailgate[1]

Panoramic glass roof electricaly shadeable

Luggage compartment lid electric opening and closing

Audi assistant with Chat GPT

Electric steering wheel adjustment

Audi Application store

MMI front passenger display

Next generation head-up display

Bang & Olufsen 3D Premium Sound System with head restraint loudspeakers

Phone compartment with inductive charging function

1 Audi A5 Sedan

Audi A5 Sedan:
Fuel consumption (combined): 7.7-4.7 l/100 km; CO_2 emissions (combined): 176-124 g/km; CO_2 classes G-D

Audi A5 Avant:
Fuel consumption (combined): 7.9-4.8 l/100 km; CO_2 emissions (combined): 179-127 g/km; CO_2 classes G-D

Audi Q5 SUV:
Fuel consumption (combined): 7.6-5.9 l/100 km; CO_2 emissions (combined): 174-146 g/km; CO_2 classes F-E

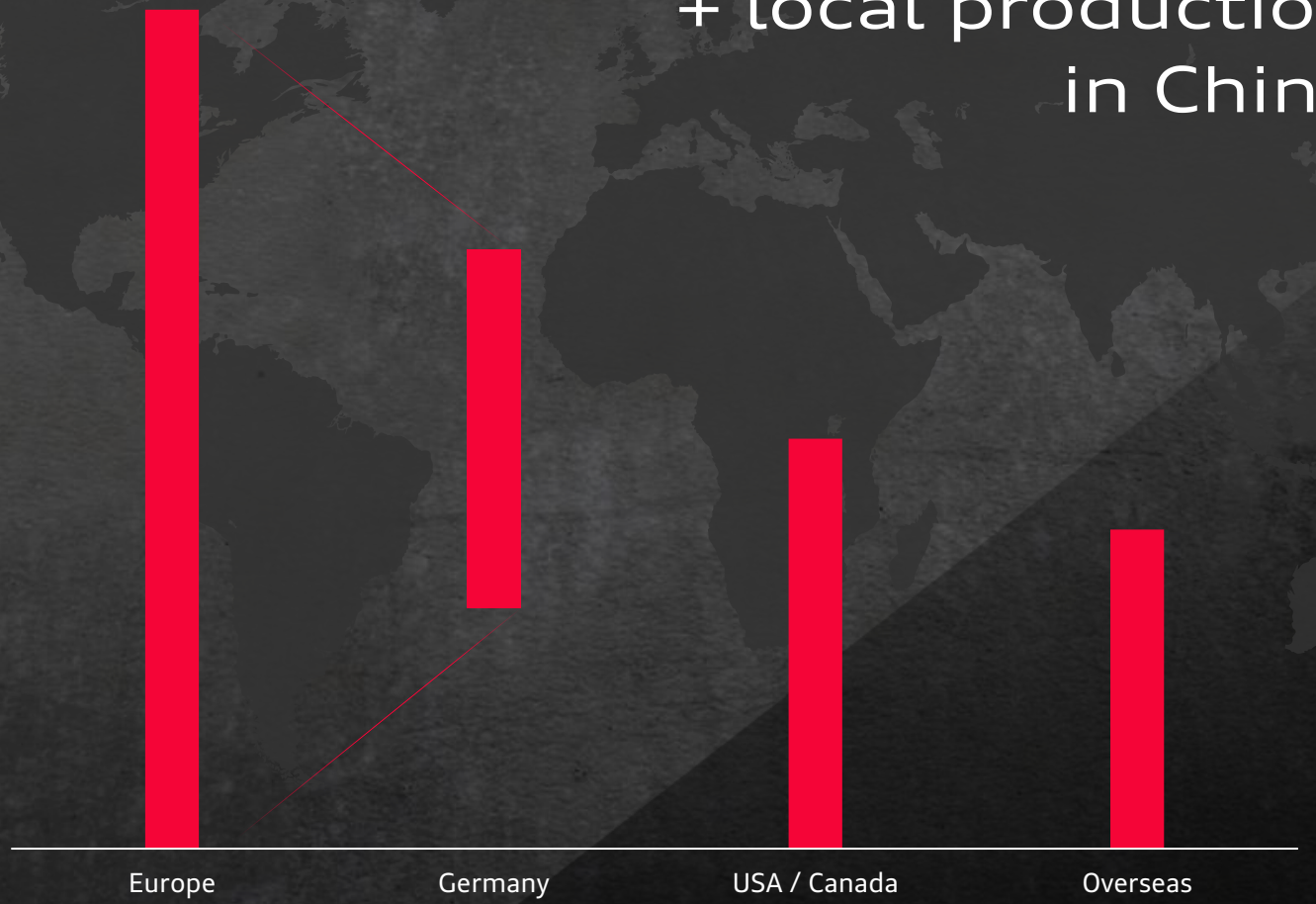
PPC-based model lines target all core markets, with Europe being the largest outside China

A5 family

Q5 family

A7 family

Projected lifecycle sales volume



Audi A5 Sedan:
Fuel consumption (combined): 7.7-4.7 l/100 km; CO_2 emissions (combined): 176-124 g/km; CO_2 classes G-D

Audi Q5 SUV:
Fuel consumption (combined): 7.6-45.9 l/100 km; CO_2 emissions (combined): 174-146 g/km; CO_2 classes F-E

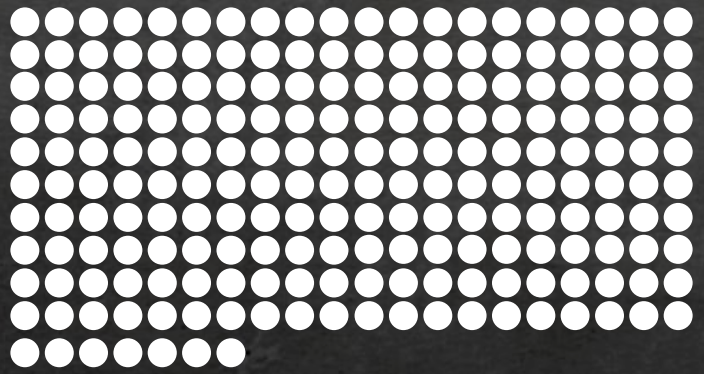
Transition from single option to focused option packages enables reduction of complexity

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

SCHEMATIC, DEPENDING ON THE MODEL

With the updated portfolio Audi is well positioned to harness potentials in times of transition

Attractive products with newest technology and new design language

higher positioning with higher proportions and new naming

use of COP in platform, interior, MMI to achieve scale

one platform for the core of ICE portfolio

reduced complexity thanks to new offer structure

scale and flexibility in site allocation

Revenue

Costs

List of abbreviations

ADAS	Advanced Driver Assistance Systems
AR HuD	Augmented Reality Head up Display
ASM	Asynchronous Motor
BEV	Battery Electric Vehicle
CAGR	Compound Annual Growth Rate
Car-2-X	Vehicle-to-Everything
CLTC	China light-duty vehicle test cycle
COP	Carry-over parts
DC-charging	Direct Current Charging
E3 1.2	Electric-Electronic Architecture 1.2
ECUs	Electronic Control Units
FBU	Fully built up, all vehicles produced, excluding local production in China
HCP	High-Performance Computing Platform
HV AC	Heating, Ventilation, and Air Conditioning
ICE	Internal Combustion Engine
IR	Investor Relations
LFP battery	Lithium iron phosphate battery
MEB	Modulare E-Antriebs-Baukasten, modular electric-drive toolkit
MHEV plus	Mild Hybrid Electric Vehicle
MLB	Modularer Längsbaukasten, modular longitudinal toolkit
MMI	Man-machine interface
NAR	North America
OEM	Original Equipment Manufacturer
OLED	Organic light-emitting diode
OTA	Over-the-air
PHEV	Plug-in-Hybrid Vehicle
PPC	Premium Platform Combustion
PPE	Premium Platform Electric
PSM	Permanent Magnet Synchronous Motor
R&D	Research & Development
SDV	Software-defined Vehicle
SOC	State of Charge
WLTP	Worldwide Harmonised Light-Duty Vehicles Test Procedure