

Audi delivered around 1.9 million vehicles in 2023 and is starting a challenging year from a position of strength

- **Good sales performance in Europe, the USA, and China**
- **Around 178,000 fully electric vehicles delivered**
- **Audi CEO Gernot Döllner: “Robust starting position for a challenging year in 2024”**

Ingolstadt, January 11, 2024 – Audi delivered around 1.9 million cars in 2023. Deliveries of more than 178,000 fully electric vehicles resulted in an increase of 51 percent compared to 2022. The high demand serves as a robust foundation for a challenging year of transformation with a clear focus on electromobility: One next important step will be the world premiere of the Audi Q6 e-tron at the end of the first quarter of 2024.

“Audi is a strong brand with a clear focus on an electric future,” says Audi CEO Gernot Döllner. “The high demand for our models serves as a robust starting point for the new year. At the same time, we recognize that 2024 will be a challenging year due to increased competition and global economic uncertainties. This makes it all the more important to follow a clear plan that addresses these challenges and focuses on the profitability of our vehicles. In 2024 and 2025, we will also strengthen and rejuvenate our portfolio with numerous new models. The focus will be on our groundbreaking electric cars. We are also giving the brand a robust positioning for the coming years with an entirely new generation of combustion engine models and plug-in hybrids.”

In 2023, Audi increased deliveries in all world regions and showed higher growth than the overall market. The strong growth in demand for fully electric models, in particular, confirms the company’s consistent electrification strategy.

Good sales performance in Europe, the USA, and China

“We were able to increase deliveries in 2023 by more than 17 percent”, says Hildegard Wortmann, Member of the Board of Management for Sales and Marketing at Audi. “This was made possible thanks to the efforts of our international team and our dealership partners worldwide – thank you for your impressive performance! We saw strong growth, particularly in our core markets of Europe, the USA and China, while continuing to pick up speed in electrification. We are putting our strategy on the roads and enabling more and more customers to experience it for themselves.”

The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

Demand for **electric models** is high: In 2023, Audi delivered more than 178,000 fully electric Audi vehicles to customers (+51 percent). There was particularly strong demand for the Audi Q4 e-tron* (+112 percent). Audi will continue to emphatically drive this transformation forward in 2024. The world premiere of the Audi Q6 e-tron at the end of the first quarter of this year also marks the debut of the new Premium Platform Electric (PPE), which was developed specifically for electric models. Other model launches will follow the Audi Q6 e-tron.

Thanks in part to the improved supply situation, Audi was able to better meet increased demand for models from across its portfolio last year. In addition to the brand's fully electric models, the Audi Q5 (332,000 units), Audi A6 (267,000 units), and Audi A4 (237,000 units) were particularly popular.

Audi Sport delivered around 48,000 high-performance vehicles worldwide for an increase of five percent compared to the previous year.

In **Europe**, around 748,000 vehicles (+20 percent) were delivered despite the challenging market environment. Fully electric models saw the strongest growth (+30 percent), with the Audi Q4 e-tron* leading the way (+68 percent).

Audi expanded its strong position in **Germany**, increasing deliveries in the brand's home market by more than 17 percent to more than 252,000 vehicles. Deliveries of fully electric models increased by around 13 percent to 32,000 units.

Audi sees the **USA** as a future and growth market with great potential. And the figures for 2023 back that up. With around 229,000 deliveries (+22 percent), last year was the brand's best sales year to date. Demand was especially high for fully electric models, with deliveries increasing by around 55 percent to 25,000.

Audi also reported increased deliveries in the important market of **China**: The company delivered a total of more than 729,000 cars to customers in China and Hong Kong for an increase of more than 13 percent compared to the previous year.

In **all other markets worldwide**, Audi delivered around 190,000 vehicles (+19 percent) in 2023. Of these markets, Argentina (+109 percent), India (+90 percent), Mexico (+32 percent), and Australia (+29 percent), for example, saw a strong growth.

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Audi brand deliveries	Cumulative		
	2023	2022	Change vs. 2022
World	1,895,240	1,614,231	+17.4%
Europe	747,619	624,498	+19.7%
- Germany	252,060	214,678	+17.4%
- United Kingdom	137,489	110,193	+24.8%
- France	49,803	44,098	+12.9%
- Italy	66,578	55,889	+19.1%
- Spain (incl. Canaries)	40,761	35,245	+15.7%
USA	228,550	186,875	+22.3%
Mexico	13,109	9,905	+32.3%
Brazil	6,642	5,587	+18.9%
Mainland China + Hong Kong	729,042	642,548	+13.5%

Notice for the editors: The financial figures for the 2023 business year will be presented at the Annual Media Conference on March 19, 2024.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 21 locations in 12 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2022, the Audi Group delivered 1.61 million Audi vehicles, 15,174 Bentley vehicles, 9,233 Lamborghini vehicles, and 61,562 Ducati motorcycles to customers. In the 2022 fiscal year, AUDI Group achieved a total revenue of €61.8 billion and an operating profit of €7.6 billion. Worldwide, more than 87,000 people worked for the Audi Group in 2022, over 54,000 of them at AUDI AG in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.

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Fuel/electric power consumption and emissions values of the models named above:**

Audi Q4 e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 19.5–15.6 (WLTP); 24.6–23.7 (NEDC); combined CO₂ emissions in g/km (g/mi): 0 (0)

***The indicated consumption and emissions values were determined according to the legally specified measuring methods. The WLTP test cycle completely replaced the NEDC on January 1, 2022, which means that no NEDC figures are available for vehicles with new type approvals from after this date.*

The figures do not refer to a single, specific vehicle and are not part of the offering but are instead provided solely to allow comparisons of the different vehicle types. Additional equipment and accessories (add-on parts, different tire formats, etc.) may change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO₂ emissions and the performance figures for the vehicle.

Due to the more realistic test conditions, the consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. This may result in corresponding changes in vehicle taxation since September 1, 2018. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the “Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models”, which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).

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