



## **Audi México assumes Social Responsibility through Corporate Citizenship**

- **For Audi México, Corporate Citizenship is social commitment**
- **Audi Corporate Citizenship focuses on three global principles: Educate, Engage and Empower**
- **Niels Bosse, Vice President of Human Resources and Organization at Audi México: "Corporate Citizenship allows us to assume our responsibility inside and outside the company through social projects that have a positive impact on the region in which we are located".**

**San José Chiapa, Puebla, May 7, 2021 - The Audi Group places sustainability at the heart of its corporate strategy. Beyond the sustainable production of premium vehicles, Audi assumes its responsibility through Corporate Citizenship, which is aimed at creating social value for the future under three global principles: Educate, Engage and Empower. In this sense, Audi México, as part of the global Audi production network, assumes its social responsibility to contribute even more and significantly contribution with the society, carrying out social projects such as Audi México Comparte, which has benefited more than 1,700 people in the region and focuses on the principle of Engage. With this, the plant of the four rings in Mexico demonstrates a strong long-term commitment through its strategy and social commitment.**

For the Audi Group, sustainable development can only be achieved if ecological, economic and social aspects are treated equally. It is acting responsibly and focusing on creating long-term value, under a broad vision of things. Audi goes beyond the sustainable production of premium vehicles - it is committed to contribute to a more sustainable future.

In its decision-making, the Audi Group integrates environmental, social and governance criteria to ensure long-term competitiveness. In this sense, Audi has defined global principles for its Corporate Citizenship as a guideline which are: Educate, Engage and Empower. On the way of corporate social responsibility, the Audi plant in Mexico takes part in the San José Chiapa region as its social commitment.

Each principle has a different focus, such as Educate, which focuses on educational programs. An example of this is the Dual Apprenticeship Program. Since 2015, Audi México implemented this program, which guarantees access to inclusive, equitable and quality education. Nowadays, more than 300 apprentices enrolled in its program and in three generations, more than 200 apprentices have graduated.

The Engage principle focuses on volunteer actions. A clear example for the San José Chiapa region is the Audi México Comparte project, whose premise is to unite its more than 5,200 employees to participate voluntarily in social causes in the region through donation campaigns or volunteering. The project has benefited more than 1,700 people since its inception in 2019.

The Audi plant in Mexico plays a role as a "change agent" through its Empower principle. In this sense, the San José Ozumba project serves as an instrument of strong impact to make the world more sustainable through the planting of 100,000 trees and the construction of 25,000



rainwater collection pits for infiltration into the aquifers. This project benefited more than 500 people in the region.

Niels Bosse, Vice President Human Resources and Organization at Audi Mexico: "At Audi México we know that to ensure long-term competitiveness, a global understanding of sustainability is required. Corporate Citizenship allows us to assume our responsibility inside and outside the company through social projects that have a positive impact on the region in which we are located. One example is the Audi México Girls' Day, where we have shown more than 350 girls in the region that the automotive world and technology is also for them".

Audi México's commitment goes beyond its commercial activity by fulfilling its social responsibility and vision for the future. The San José Chiapa plant offers or supports projects with a positive social impact in the vicinity of the factory with the aim of creating a strong social commitment.

Through projects, the Audi plant in Mexico seeks to promote sustainable development and positive relations in the region by acting as a good Corporate Citizen. For Audi México, the future is an attitude and social commitment is assuming its responsibility.

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 19 locations in 12 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy), and Ducati Motor Holding S.p.A. (Bologna/Italy).

In 2020, the Audi Group delivered to customers about 1.693 million automobiles of the Audi brand, 7,430 sports cars of the Lamborghini brand and 48,042 motorcycles of the Ducati brand. In the 2020 fiscal year, AUDI AG achieved total revenue of €50.0 billion and an operating profit before special items of €2.7 billion. At present, 87,000 people work for the company all over the world, 60,000 of them in Germany. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.

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