

Audi to display strategic vision and electrified portfolio at Auto China 2024

- **New market-specific Audi models including the Q6L e-tron to debut on all-electric booth at the international auto show in Beijing**
- **Strategic insight into the brand's activities on the Chinese market shared at Audi press conference and Volkswagen Group Night by Audi CEO Gernot Döllner**
- **The strategic importance of Chinese market to Audi is apparent through the local production of vehicles based on the Premium Platform Electric (PPE)**

Beijing, April 18, 2024 – Ahead of Auto China 2024 in Beijing, Audi is poised to showcase its strategy and all-electric portfolio for the world's largest automotive market. With them, the brand with the four rings is strengthening the foundation for continued success in the country. Highlights at the booth include the world premiere of the Audi Q6L e-tron, set to be produced at the new Audi FAW NEV Company factory in Changchun. At Volkswagen's Group Night and at an Audi press conference on opening day, Audi will also outline its further roadmap for the electric transformation of its offering in China.

Audi is set to make a bold statement with a number of new models when Auto China 2024 opens on April 25. The vehicles and variants showcased at the Audi booth highlight the company's continued focus on serving the Chinese market's specific requirements. The fact all vehicles on display will be fully electric also demonstrates that Audi remains committed to meeting the growing demand for new energy vehicles in China.

Volkswagen Group Night and Audi booth to feature world premieres

The exterior of the new Audi Q6L e-tron is set to be unveiled at the Volkswagen Group Night on April 24. The Q6L e-tron will be shown for the first time at Auto China from April 25 to May 4, as will the Q5 e-tron RS edition for the Chinese market. Additionally, the SQ6 will make its first appearance in the country.

The main press conference at the Audi booth will take place on April 25, 9.40 a.m., with Audi CEO Gernot Döllner as the main speaker alongside representatives from the company's Chinese partners FAW and SAIC. The press day will also be attended by Johannes Roscheck, the new president of Audi China.

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.*

A strong commitment to the Chinese market

With the premiere of the Q6L e-tron, the largest model initiative in the history of Audi is kicking into gear in China. A clear commitment to localizing key models is an important part of the local approach “in China for China”. Audi CEO Gernot Döllner states: “The Chinese market is central to the transformation of the Audi brand into a leading global provider of premium electric mobility. With the opening of the new factory in Changchun, locally developed electric models, and state-of-the-art digital technology tailored to users’ requirements, we are putting our plan for continued success into action.”

Premium Platform Electric: key to more tailored models for China

The Q6L e-tron marks the arrival of the new PPE platform in China. Audi FAW NEV Company will start production of three PPE-based models of the Audi Q6 e-tron and Audi A6 e-tron families for the Chinese market before the end of 2024. Pre-series production at the new plant has already begun. The new facility, operated under the joint venture Audi FAW NEV Company Ltd., is situated in Changchun, the capital of northeastern China’s Jilin province. The production site will exclusively manufacture all-electric Audi vehicles for China and is the first Audi plant to exclusively do so. It is also a smart production site setting high standards in digitalization, efficiency, and sustainability.

Future-oriented portfolio and strategy

Beyond the new plant, Audi also has a clear electrification strategy for China. The brand offers a large and growing portfolio of battery-electric models in the country. In combination with a range of localized combustion-engine models, Audi is perfectly positioned to serve a broad and diverse customer base. Cooperation with two local partners enables the brand to leverage growth opportunities and further accelerate its electrification efforts.

The local Audi portfolio is designed to cater to the diverse requirements of the market. AUDI AG is represented in the world's largest single market by the subsidiary Audi China in Beijing, the joint venture FAW-Volkswagen with headquarters in Changchun, SAIC Volkswagen in Shanghai, and the new production site in Changchun, operated under the joint venture Audi FAW NEV Company Ltd. As a result of the two-partner strategy implemented in 2021, Audi offers its largest model portfolio in China to date. Audi is also planning to develop new battery-electric models in an extended partnership with SAIC, thus consolidating the foundation for further success on the Chinese market.

At a glance

- Auto China 2024: April 25 to May 4, 2024, at China International Exhibition Center in Beijing, China
- Volkswagen Group Night: April 24, 2024, 7 p.m. local time
- Audi Press Conference: April 25, 2024, 9.40 a.m. local time at the Audi booth
- Auto China press days: April 25 and 26, public days April 27 to May 4, 2024

The Board of Management of AUDI AG will be in attendance at Auto China 2024.

Note for media:

Detailed information, photos, and videos on the Audi Q6L e-tron will be available in the Audi MediaCenter from 2 p.m. on April 24. Further on-location content on Audi at Auto China will follow on April 25.

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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 2023, the Audi Group delivered 1.9 million Audi vehicles, 13,560 Bentley vehicles, 10,112 Lamborghini vehicles, and 58,224 Ducati motorcycles to customers. In the 2023 fiscal year, Audi Group achieved a total revenue of €69.9 billion and an operating profit of €6.3 billion. Worldwide, an annual average of more than 87,000 people worked for the Audi Group in 2023, more than 53,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.

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

Audi SQ6 e-tron

Combined power consumption in kWh/100 km (62.1 mi): 18.4 -17.5 (WLTP);
CO₂ emissions combined in g/km (g/mi): 0; CO₂-class: A