

## Döllner: “Demonstrating Vorsprung durch Technik”

Ingolstadt, March 19, 2024 – At AUDI AG’s Annual Media Conference, CEO Gernot Döllner and CFO Jürgen Rittersberger presented and assessed the financial result for the 2023 fiscal year. They also offered a glimpse of the numerous models to be launched over the next two years and provided information on the company’s strategic focus. Their key statements at a glance:

### Gernot Döllner:

- “The Audi Q6 e-tron\*, which celebrated its world premiere last night, marks the first time electric mobility is coming from Ingolstadt.”
- “The Audi Q6 e-tron\* is the start of an extensive product initiative that we will use to rejuvenate our portfolio over the coming years. We are planning more than 20 new models in 2024 and 2025, including the presentation of the Audi A6 e-tron in the summer of 2024 and the new generation of the Audi A5 and Q5 as the first models on the new Premium Platform Combustion (PPC) in the second half of the year.”
- “Despite the recent public debate, there is no doubt the future of the car is electric. At Audi, we will electrify all core segments by 2027 and have defined a fully electric target portfolio. In addition, the transitional period will require starting off with highly efficient combustion-engine models and plug-in hybrids. With the models that are coming now, we are well positioned and able to actively respond to a range of customer requirements.”
- “The 50 percent increase in electric vehicles delivered in 2023 confirms our path toward electric mobility.”
- “We are experiencing rapid transformation in the automotive industry. Technological revolutions, new competitors, and a difficult global economy are challenging all established car manufacturers.”
- “We can shape the transformation from a position of strength. But in this complex environment, focus and speed are critical.”
- “The Audi Agenda focuses on three key areas in product, technology, and brand positioning, as well as on a plan for the crucial markets of China and North America.”
- “We are currently launching the largest model initiative in the history of Audi, while at the same time continuing the fundamental transformation of the company.”

*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.*

### Jürgen Rittersberger:

- “In 2023, the Brand Group Progressive delivered more than 1.9 million vehicles of the Audi, Bentley, and Lamborghini brands. This means we saw strong growth in all our core markets and showed better growth than the overall market.”
- “Our operating result and operating margin show that we did well in 2023. Solid finances create the framework for the coming years, during which we will continue to advance our transformation.”
- “The year 2024 will be a challenging year of transition for us. But we will strive to achieve a solid financial performance despite this.”
- “The Performance Program 14 allows us to engineer our financial success. It is challenging to do so, but we have a clear plan, strong brands, attractive products, and a great team.”
- “Audi has the financial strength to succeed even in times of technological change and more intense competition.”

You can find a lot more information about the Annual Media Conference in the [Audi MediaCenter](#).

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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.

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**Fuel consumption and emission values of the models mentioned:**

**Audi Q6 e-tron quattro**

Combined power consumption in kWh/100 km (62.1 mi): 19.6 -17.0 (WLTP);  
CO<sub>2</sub> emissions combined in g/km (g/mi): 0; CO<sub>2</sub> class: A