

Corporate Communications

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April 9, 2008

AUDI AG: best first-quarter vehicle sales in company history

- **Worldwide vehicle sales climb to 251,268**
- **More than 80,000 orders across Europe for the new Audi A4**
- **Audi Chairman Rupert Stadler, “We’re committed to our 2008 sales goal of one million cars.”**
- **Audi Q5 celebrates its world premiere at *Auto China* in Beijing**

Ingolstadt – The first three months of this year have been the most successful first quarter in the history of AUDI AG: From January to March, the brand with the four rings achieved worldwide sales of 251,268 cars – 1.3 percent more than in the first three month of last year.

Audi sales in the first three months were up most markedly in the Asia-Pacific region, where the company sold 39,572 cars – an increase of 20.9 percent. In China (including Hong Kong), the second-largest foreign market after the United Kingdom, Audi sold 30,425 cars (a rise of 25 percent). The company also experienced impressive growth in Eastern Europe, where sales figures rose 15.3 percent above the first-quarter results of last year with 10,987 cars sold by the end of March. First-quarter sales in Russia were up 28.5 percent with 3,880 cars sold. In the United Kingdom, Audi even surpassed its record figures of last year in the first quarter, with further growth of 4.1 percent to a total of 32,512 cars.



March sales figures for AUDI AG were at 101,247 cars, despite a comparatively lower number of workdays. "After a strong start to the year, the March sales figures as expected show the effects of the generational change in our bestselling Audi A4 model", remarks Rupert Stadler, Chairman of the Board of Management of AUDI AG. "Order placement for the new model generation is already very encouraging. We are committed to our goal of one million cars for the year."

Since the world premiere of the A4 Sedan at the Frankfurt Motor Show and the presentation of the A4 Avant in Geneva, more than 80,000 orders have been placed for the successor to the highest-volume model within the Audi model range. Already boasting numerous awards, the Audi A4 most recently won the title "Our Car" as Germany's most popular car, awarded at the *AMI Leipzig*.

The new Audi A3 Cabriolet, available since this week on the German market, has also been well received by customers. According to Stadler, "the order books are already looking good." This convertible model will give an edge to the already highly successful A3 family. Between January and March, AUDI AG increased sales figures for the A3 Sportback and the three-door A3 once again by 2.5 percent to 62,021 cars.

AUDI AG will also strengthen its presence in the SUV segment this year, celebrating the world premiere of the Audi Q5 at the eve of *Auto China 2008* in Beijing beginning on April 19. The Audi Q5 is positioned below the Audi Q7 which has been enjoying worldwide success for three years now.

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Photos and further information are available at www.audi-mediaservices.com/en

AUDI AG sold a total of 964,151 cars in 2007 and thus achieved its twelfth consecutive record year. With revenue of € 33,617 million and profit before tax of € 2,915 million, the company attained its best figures ever. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). At the end of 2007, production of the Audi A6 started in Aurangabad, India. The company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include Automobili Lamborghini Holding S.p.A. in Sant'Agata Bolognese, Italy, and quattro GmbH in Neckarsulm. Audi employs about 54,000 people worldwide, including 45,000 in Germany. The brand with the four rings invests more than € 2 billion each year in order to sustain the company's technological lead embodied in its "Vorsprung durch Technik" slogan. Audi plans to significantly increase the number of models in its portfolio by 2015, from the 26 currently on offer to 40.