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Renewed success for Audi in the J.D. Power Asia Pacific study Audi ranks top in China for customer satisfaction

- **Audi leads the field for the second time in succession**
- **Outstanding results for After Sales Service**
- **Audi continues its growth path in China**

For the second time in succession, Audi is ranked top in the “J.D. Power Asia Pacific 2007 China Customer Satisfaction Index (CSI) StudySM”, which has now been released. As in the 2006 comparative study, the J.D. Power Asia Pacific report viewed the company with the four rings as the clear leader, awarding Audi first place with 828 points out of a possible 1000. Audi is thus the only company to have occupied a top-three position for the last six years in a row.

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The study, which has been published annually since 2001, analyses customer satisfaction among buyers of new cars in the Chinese market. Audi performed particularly well in the categories examining service quality and satisfaction with the authorised dealer, successfully asserting itself against 37 competitors.

Audi’s success is founded on ongoing expansion of its dealer network. The company currently has 125 exclusive Audi dealerships in 87 cities in China and is continually optimising their service operations.

Audi is the market leader in the Chinese premium segment and set a new sales record in the first half-year of 2007 by selling some 50,000 vehicles in the country (an increase of 27 percent compared to the same period of the previous year).

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