

Corporate Communications

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Winners of the Audi Sales and Service Management Cup recognized

- **Top 20 sales managers, service managers and parts service managers honored**
- **More than 1,650 contenders in all**
- **Award criteria are customer satisfaction, technical expertise and commitment to employee qualification and training**

Ingolstadt – AUDI AG honored Germany's 20 best sales managers, service managers and parts service managers this weekend at a ceremony on Crete. The three-day concluding event marked the first time that the winners were recognized together. The victors had the top scores for customer satisfaction in sales and service over the course of the year-long competition among more than 1,650 total contenders. 1,456 service and parts service managers and 216 sales managers from Audi dealerships took part.

The performance of the entire team is considered when judging the best sales managers. Besides customer satisfaction, other important criteria include consulting competence and commitment to further training. Technical expertise is an important criterion for the assessment of the service and parts service managers.



“It is of paramount importance at Audi that each customer is treated in a professional manner befitting a premium brand and receives the best service in the premium segment,” emphasized Martin Hilsenbeck, Head of Sales Service Quality for Germany at AUDI AG. “The Audi Sales and Service Management Cup honors not only the performance of the sales, service and parts service managers, but that of the entire team. Each employee has done his or her part.”

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Photographs and additional 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 Lamborghini S.p.A. in Sant'Agata Bolognese, Italy, and quattro GmbH in Neckarsulm. Audi currently employs around 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.