

Corporate Communications

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## **Audi most popular employer among engineers**

- **Findings published by the Universum market research institute**
- **Growing popularity among business graduates as well**
- **Audi is hiring 800 graduates in 2008**

**Ingolstadt – AUDI AG has become an even more attractive employer among Germany’s university students. In the Universum “most popular employer” ranking, the Ingolstadt-based carmaker was selected as number one by graduates in engineering.**

Audi has succeeded in extending its “most popular employer” ranking among engineering students in the Universum Graduate Study published today. As was the case last year, graduates in engineering selected the Ingolstadt-based carmaker for first place in the study, which surveyed about 12,000 university graduates. Audi also ranked among the top five employers among students of the business sciences, improving its ranking from the previous year.

Factors such as a good working climate are key in selecting an employer, along with highly appealing products, market success, interesting job tasks, secure employment prospects and opportunities for personal development. “Graduates like to be able to identify with the products of their favorite company,” said Dr. Werner Widuckel, Member of the Board of Management for Human Resources of AUDI AG. “Our cars represent innovation and elicit emotion. With the expansion of our model range to 40 models, we offer graduates tangible prospects to further develop the brand and meet personal challenges.”



In 2008, Audi is hiring an additional 800 graduates – about one-third of them engineers. This is 200 more than the company hired last year.

Widuckel emphasized that the company's success is secured by motivated and committed employees. "An attractive employer translates the success of the company into success for its employees," Widuckel said. "In 2008 alone, AUDI AG distributed an average of EUR 5,300 to employees from the company's profits for the 2007 fiscal year."

In order to support the brand's innovative capabilities and to secure Germany's future as a location for technology, Audi specifically targets high school and university students early on with a wide range of traineeship programs – and offers secure jobs. "We offer entry-level positions depending on the qualifications, career experience and personal aptitudes of the graduate," said Alfred Quenzler, Head of Audi Personnel Marketing. "We place a special emphasis on having personal contact with applicants and getting to know them while they're still studying. It's not uncommon for graduates to choose us – and for us to choose them – following a successful internship or completion of their thesis or dissertation."

The Universum study is the world leader in the area of employer branding. It has represented an interface between students and employers for around 20 years now. The ranking is one of the most important in evaluating the attractiveness of German employer brands.

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**Photographs and additional information can be obtained at  
[www.audi-mediaservices.com/en](http://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 employs more than 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.