

Corporate Communications

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The Audi 2007 Annual Report

Impressive figures, mobility and lifestyle

- **Audi presents its annual report with a difference**
- **Appearances by and with Jay Leno, Bryan Adams, Wladimir Kaminer and Frank Schätzing**
- **Interactive online version at www.audi.com/annualreport**

Ingolstadt – Audi takes an innovative approach to presenting success: At its Annual Press Conference today, the brand with the four rings published its 2007 Annual Report, which has been designed with creativity and passion. While the financial section documents the impressive figures from Audi’s twelfth successive record year in traditional fashion, famous journalists and celebrities cover a wide range of topics dealing with mobility and lifestyle in a 130-page magazine section.

Jay Leno, one of America’s most popular late-night television hosts and Hollywood’s most avid car collector, describes his passion for the automobile – and for the Audi R8 supercar. Popular Berlin-based author Wladimir Kaminer writes entertainingly about day-to-day automotive conditions during the Soviet era in his short story, “Rapid Russians.” In an interview, best-selling author Frank Schätzing discusses responsibility, fear and the world of tomorrow. And Dieter Meier, the mastermind behind the legendary techno-pop band Yello, writes about the symbiosis of driving and listening.



Audi's annual report also provides a feast for the eyes with its 10-page photo spread entitled, "A different view." In this section, the new Audi models are captured in highly imaginative style by six different artists – including Bryan Adams, Gabo and Karl Lagerfeld – whose photos cast the cars in a fascinating new light.

The Audi 2007 Annual Report also provides generous space to a wide range of interesting technical topics. Journalist Thomas Ramge discusses the groundbreaking concept that Audi has used to combine sportiness with environmental compatibility. Highlighting the topic of efficiency, racing legend Jacky Ickx and his daughter, Vanina, participate in a thrilling eco-duel in Brussels.

With its diverse topics ranging from technology, design and sports to culture, the Audi annual report appeals to customers, journalists and analysts around the globe. Since Audi first implemented this innovative annual report concept in 2005, the number of printed copies has increased steadily. This year, 115,000 copies will be distributed throughout the world in German, English and Chinese.

Along with the print publication, an interactive, online version of the 2007 Annual Report will also be accessible at www.audi.de/geschaeftsbericht and www.audi.com/annualreport. The online annual report also reflects the multifaceted activities of the Ingolstadt-based premium car brand – accompanied by exciting video podcasts and other multimedia elements.

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Photographs and further information can be obtained 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. 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 nearly double the number of models in its portfolio by 2015, from the 25 currently on offer to 40.