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Audi sets new sales record: 1.868 million deliveries in 2016

- Global sales up 3.6 percent under difficult conditions in key markets
- Sales chief Dietmar Voggenreiter: “Robust growth thanks to strong demand for new A4 and Q7 models. A4 is the market leader in Europe, Q7 exceeds 100,000 deliveries mark.”
- Sales of the Audi Sport R and RS family top 20,000 units for the first time

Ingolstadt, January 9, 2017 – AUDI AG increased its global sales to around 1,867,750 automobiles in 2016, 3.6 percent more than in the previous record-breaking year 2015. During the ongoing, wide-ranging renewal of the model range, sales increased in all core regions: in Europe (+7.1%), in North America (+5.3%) with further growth in the plateaued U.S. market (+4%) and in Asia-Pacific (+0.5%). In all five of its largest individual markets, the four rings sold more automobiles than in the previous year. Worldwide, demand increased for the seventh year in a row since 2009. Compared with 949,729 customers in 2009, the company almost doubled its market success over this period.

“2016 proved to be even more challenging for Audi than expected, with strong headwinds in many key markets. We managed to demonstrate the robust strength of our business with balanced growth around the globe,” says Dietmar Voggenreiter, Board Member for Sales and Marketing at AUDI AG. “The excellent feedback for our latest automobiles shows that our model and technology initiative is paying off. This year we will further drive forward the comprehensive renewal of the Audi portfolio and successively roll out new models in the markets.”

The **new Audi A4** was also launched in the overseas markets in 2016; its global sales expanded year-on-year by 7.4 percent to around 336,850 units. In Europe, where the model was already available throughout the full year, the A4 took the number one spot in its premium segment, up 25.2 percent to around 163,900 units sold. The update of Audi’s mid-size class is set to continue this year in international markets with the **new A5 Coupé**, following on from its European market introduction at the end of 2016. Moreover, 2017 will see the global launch of the **new A5 Sportback**, with the model also going on sale in the United States for the very first time.

The **second generation of the full-size Q7 SUV** completed its global market introduction in 2016, with sales up 43.4 percent to around 102,050 customers. As such, the Q7 doubled the average annual sales of its predecessor, achieving more than 100,000 deliveries per year for the first time ever. The **new Q2** extends the popular SUV family from the four rings to a compact city format. Its European premiere in late 2016 generated high demand at Audi dealerships; more markets will follow in 2017. With the **new Q5**, the generation changeover for Audi’s top-selling SUV is also set to initiate this year.



The renamed Audi Sport GmbH provided another growth engine for Audi in 2016. As its flagship model, the **new R8** accelerated by 31.4 percent to about 2,880 sports cars sold. The entire R and RS family exceeded the 20,000 unit mark for the first time with strong gains of 18 percent to around 20,200 automobiles.

Worldwide, Audi acquired the most new customers in 2016 in **Europe**, particularly with the new A4. Despite numerous political and economic uncertainties in the region, Audi sales grew by 7.1 percent to around 856,950 automobiles. Compared with 762,949 deliveries in 2014, the brand extended annual sales on its home continent by just under 100,000 units within two years. Most recently, Audi achieved record-breaking figures across the board in its four largest European markets: In **Germany** (+8.6% to 293,307 cars), the **United Kingdom** (+6.4% to 177,565 cars), **France** (+2.6% to 61,750 cars) and **Italy** (+15.5% to 62,430 cars), more customers than ever before opted for the four rings in 2016. Up 16.4 percent to 51,879 units sold, **Spain** achieved the highest growth of all Audi's global top markets. By contrast, the ongoing market downturn in **Russia** had a negative impact as local Audi sales fell for the third year, with 20,705 deliveries and a drop of 19.3 percent.

In the **United States**, Audi once again outperformed the clearly decelerating overall market, as it had done in previous years. Audi was the only major premium manufacturer to post substantial growth in 2016: up 4 percent to 210,213 units. The Q7 provided strong momentum for Audi of America: following the U.S. launch of its new generation in the spring, 2016 sales of the model increased in its largest market by 60.9 percent to 30,563 SUVs. Across all Q models, SUV sales soared by 18.9 percent to 100,161 units. **Audi Canada** (+14.2% to 30,544 cars) also capitalized on the SUV trend, moving up into the ten largest markets of the four rings for the first time. Volatile conditions in several South American markets proved much more difficult – sales in **Brazil** fell by 29.9 percent to 12,011 automobiles, following the strong growth for Audi seen in 2015.

In **China**, Audi increased its sales on a very high level by another 3.6 percent to 591,554 deliveries. With this new all-time high, the company continues to maintain its clear lead in the Chinese premium market. In 2016, the four rings saw demand surge in the premium compact segment in particular: up 29.7 percent to 89,213 Audi A3 models plus 89,779 Q3 models, 27.6 percent more than in 2015. Today, Audi is conquering especially young customers with these models, after back in 2013 the company pioneered local production in this then-nascent segment of the Chinese premium market. In the past year too, Audi laid important foundations in China for its ongoing success in the market: 2016 saw the launch of successors or redesigned versions of models that together account for over half of Audi's total sales in China. The new long-wheelbase A4 L went on sale in dealerships in the fall. At the end of the year, the locally produced A6 L e-tron plug-in hybrid set an important milestone in the electrification of the brand's Chinese model range. This year, the Q7 e-tron* is set to follow as an import model.



Sales for AUDI AG	In December			In the full year		
	2016	2015	Change from 2015	2016	2015	Change from 2015
World	155,150	158,429	-2.1%	1,867,750	1,803,246	+3.6%
Europe	63,250	57,644	+9.7%	856,950	799,940	+7.1%
- Germany	17,654	17,087	+3.3%	293,307	270,063	+8.6%
- UK	11,219	9,003	+24.6%	177,565	166,817	+6.4%
- France	3,105	5,355	-42.0%	61,750	60,216	+2.6%
- Italy	5,074	3,575	+41.9%	62,430	54,054	+15.5%
- Spain	3,804	2,886	+31.8%	51,879	44,587	+16.4%
USA	23,195	20,399	+13.7%	210,213	202,202	+4.0%
Mexico	1,700	1,516	+12.1%	15,330	14,147	+8.4%
Brazil	554	1,309	-57.7%	12,011	17,130	-29.9%
China (incl. Hong Kong)	51,514	60,197	-14.4%	591,554	570,889	+3.6%

- End -

Fuel consumption of the models named above:

Audi Q7 3.0 TDI e-tron quattro:

Combined fuel consumption in l/100 km: 1.9 - 1.8**

Combined electrical consumption in kWh/100 km: 19.0 - 18.1**

Combined CO₂ emissions in g/km: 50 - 48**

** Figures depend on the tire/wheel sets used.

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. 100-percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In the 2015 financial year, AUDI AG achieved total revenue of €58.4 billion and an operating profit of €4.8 billion. At present, approximately 85,000 people work for the company all over the world, about 60,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.