



Audi

Deliveries by the Audi brand stood at 1.9 million vehicles in 2016, surpassing the previous year's record. The brand presented exciting new models: the Audi Q2, Audi A5 Coupé and Audi Q5. A new production plant opened in San José Chiapa, Mexico.

BUSINESS DEVELOPMENT

The brand with the four rings presented the new Audi Q2 during the reporting period. This urban vehicle excels with its combination of youthful charm and high-tech features, impressing both in everyday driving and off road. With the world premiere of the new Audi A5 Coupé and the new Audi Q5, Audi once again reinforced its position at the top of the premium segment. In September 2016, Audi opened its new plant in San José Chiapa in the state of Puebla, Mexico, to produce the new Q5.

The Audi brand surpassed the previous year's sales record in fiscal year 2016, delivering 1.9 million vehicles (+3.6%). Audi saw encouraging growth in Western Europe (+7.0%), North America (+5.3%) and China (+3.6%).

At 1.5 million vehicles, unit sales exceeded the prior-year figure by 0.3%. The Chinese joint venture FAW-Volkswagen sold a further 536 thousand Audi vehicles. The Q3 SUV model and the new generations of the A4 and Q7 proved particularly popular worldwide. Automobili Lamborghini S.p.A. sold 3,465 (3,433) vehicles. The Huracán Spyder was especially popular among customers.

Audi produced 1.9 million models worldwide in 2016, 3.9% more than in the previous year. Lamborghini produced 3,579 (3,707) vehicles in the reporting period.

SALES REVENUE AND EARNINGS

At €59.3 billion, the Audi brand's sales revenue exceeded the prior-year figure by €0.9 billion. The operating profit before special items was €4.8 (5.1) billion. The sales trend and the ongoing optimization of processes and costs had a positive impact. The "SPEED UP!" action program launched in fiscal year 2016 also began to bear fruit. Earnings were negatively affected by exchange rate effects, intense competition, high upfront expenditure for new products and technologies and the expansion of the international production network, which led to increased depreciation and amortization charges and start-up costs. The brand achieved an operating return on sales before special items of 8.2 (8.8)%. The diesel issue in particular resulted in special items of €-1.8 (-0.3) billion. The financial key performance indicators for the Lamborghini and Ducati brands are included in the financial figures for the Audi brand.

1.9 million

Vehicles delivered in 2016

PRODUCTION

Units	2016	2015
Audi		
A3	361,983	370,144
A4	357,999	318,788
Q5	297,750	267,861
A6	276,211	293,960
Q3	231,452	205,445
A1	105,252	116,250
Q7	103,344	82,340
A5	65,117	79,133
TT	26,886	35,510
A7	26,308	29,158
A8	24,179	27,065
Q2	19,419	67
R8	3,688	2,074
	1,899,588	1,827,795
Lamborghini		
Huracán Coupé	1,315	2,559
Huracán Spyder	1,104	69
Aventador Coupé	587	666
Aventador Roadster	573	413
	3,579	3,707
Audi brand	1,903,167	1,831,502
Ducati, motorcycles	56,978	55,551

AUDI BRAND

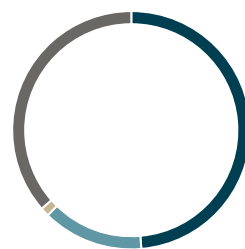
	2016	2015	%
Deliveries (thousand units)	1,871	1,806	+3.6
Audi	1,868	1,803	+3.6
Lamborghini	3	3	+6.5
Vehicle sales	1,534	1,529	+0.3
Production	1,903	1,832	+3.9
Sales revenue (€ million)	59,317	58,420	+1.5
Operating result before special items	4,846	5,134	-5.6
as % of sales revenue	8.2	8.8	

A5 Coupé



DELIVERIES BY MARKET

in percent



Europe/Other markets	48.6%
North America	13.7%
South America	1.2%
Asia-Pacific	36.4%