

Corporate Communications

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Apprenticeships campaign in the centenary year: 100 additional positions for the 100th anniversary of Audi

- **Audi CEO Rupert Stadler: “With this campaign we are strengthening the sustainability of our brand.”**
- **Audi HR Chief Dr. Werner Widuckel: “Audi is investing in additional apprentices and in the competitiveness of the company.”**
- **Audi General Works Council Chairman Peter Mosch: “At over five percent, the share of apprentices is above average.”**

Ingolstadt – On the occasion of the Audi brand’s 100th anniversary, the company is launching an apprenticeships campaign. Contrary to the trend in the industry, AUDI AG is celebrating its anniversary year in 2009 by offering an additional 100 apprenticeships. These additional apprentices will mainly be working in fields such as electronics and mechatronics in order to strengthen these innovation areas in the company.

“With this campaign, we are strengthening the sustainability of our company and confirming our strategic plan to become the most attractive employer in the automotive industry,” says Rupert Stadler, Chairman of the Board of Management of AUDI AG.



“We can maintain our competitiveness only by expanding into new fields of innovation. And we can master these innovations only if we train tomorrow’s workers at the highest possible technical levels,” emphasizes Dr. Werner Widuckel, Member of the Board of Management for Human Resources at AUDI AG. He adds: “Particularly in economically difficult times like the present, it is important to invest sustainably and with an eye towards the future – both in our cars and in our employees.” In the past, Audi has provided training to about 680 young people each year at its two German locations, Ingolstadt and Neckarsulm.

For years the car maker has been conducting specialist worker qualification programs in response to the company’s requirements, so that on completing training all participants have the possibility of permanent employment at Audi. “Job security, innovative products and opportunities for personal development are basic criteria in selecting a future employer,” states Widuckel, who finds that Audi meets all these prerequisites for being an attractive employer. For good reason: By 2015 the company will have expanded its product range to 42 models. The additional training positions especially take into account the greater variety of products, changes in production methods, improved lightweight construction technologies and therefore promising occupational fields. The number of training positions has increased in particular in the fields of mechatronics and electronics.

“With ten of these 100 new training positions, we will offer young people the exceptional opportunity to learn a profession while at the same time completing a course of studies,” explains Widuckel, adding: “And this is irrespective of social circumstances, since Audi pays the tuition fees.”

Peter Mosch, Chairman of the General Works Council at Audi, remarked, “For years Audi has been among the companies with the highest share of apprenticeships in the automotive industry. At five percent, the share of apprentices among the entire work force has reached an especially high level in past years.” With their dedication, motivation and creativity these young people are making a crucial contribution towards shaping the future of the company. “Audi gives them a solid technical background and develops their individual skills,” underscores Mosch.



Audi offers training in over 20 fields at its two German locations. They include commercial, logistic and IT lines of industry, as well as automotive engineering, automation and production engineering. In addition, young people can complete training as technical product designers, automotive interior designers or in various gastronomic fields. An especially interesting opportunity is afforded to suitable apprentices in the fields of automotive mechatronics, mechatronics, electronics for automation engineering and tool mechanics: These people can opt for additional dual training culminating in advanced technical college entrance qualification.

The application deadline for the 2010 training year is September 30, 2009. Applications can be submitted online at www.audi.de/ausbildung starting July 30, 2009.

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Note:

The Annual General Meeting of AUDI AG will take place on May 13, 2009 at 10:00 a.m. in Neckarsulm.

**Photos, quotes and footage are available at www.audi-mediaservices.com/en
User: audims_20 / Password: 1runDMC**

AUDI AG sold a total of 1,003,469 cars in 2008 and thus achieved its 13th consecutive record year. The Company posted new record figures with revenue of €34.2 billion and profit before tax of €3.2 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). Aurangabad in India saw the start of CKD production of the Audi A6 at the end of 2007 and of the Audi A4 in early October 2008. The Company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include Automobili Lamborghini Holding S.p.A. in Sant'Agata Bolognese (Italy) and quattro GmbH in Neckarsulm. Audi currently employs around 58,000 people worldwide, including 46,500 in Germany. The brand with the four rings invests around €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 to 42. The AUDI brand celebrates its 100th birthday in 2009. The company was founded by August Horch in Zwickau on July 16, 1909; he named it AUDI after the Latin translation of his surname ("hark!").