



Site Communications

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AUDI AG: New Q3 SUV generation to be produced in Martorell, Spain as of 2011

- **Audi CEO Rupert Stadler: “Consistent strategy of growth and internationalization through this product and production decision”**
- **Investments of around €300 million, production capacity of up to 80,000 units yearly**
- **Key measure for securing jobs**

Ingolstadt/Wolfsburg/Martorell – A production site for the Audi Q3 was chosen today: the SEAT site in Martorell, Spain. Manufacture will begin in 2011 with an annual production capacity of up to 80,000 units. The total investment will amount to around €300 million.

“Following in-depth consideration of all relevant factors and an extensive international comparison of various sites, we selected Martorell,” explained Rupert Stadler, Chairman of the Board of Management at AUDI AG. This decision enables Audi to continue its strategy of growth and internationalization. Mr. Stadler added: “We are counting on this Spanish site’s efficiency, the excellent quality of the Production department, and its highly trained staff. We will use the Group’s synergies to sharpen our competitive edge and help protect around 1,200 jobs. The decision furthermore safeguards workplaces at other Audi locations.”

Audi Board Member for Production Frank Dreves: “Starting in 2011, the Audi Q3 will be produced to Audi quality standards at the Martorell factory. This gives us additional flexibility regarding future decisions about products. We will begin preparing at once.”



Having agreed that the Q3 will be manufactured in Spain, a decision about production in the USA has been postponed. Mr. Stadler: "We will systematically explore our options in the context of the current market crisis. Audi is in a good position. There is currently no urgent need to select additional sites."

A small, sporty SUV, the Audi Q3 will join the family consisting of the Audi Q5 (produced in Ingolstadt, Germany) and the Audi Q7 (produced in Bratislava, Slovakia). Yet another compact vehicle in a new model range is thus set to join the A1 in 2011. The Q3 will further expand the Q family. A coupé-like five-door SUV with seat positions, wheel size, and ground clearance characteristic of a typical SUV, the Audi Q3 will stand out thanks to a supremely sporty driving experience. The Q3 will blend a compact car's design and driving dynamics with an SUV's spaciousness and versatility. True to Audi tradition, innovative technical solutions will blaze new trails in efficiency, driving pleasure, and comfort. The market launch of the Q3 is scheduled for 2011.

The production facility in Martorell is yet another cornerstone in AUDI AG's portfolio of sites. Audi produces its vehicles in Ingolstadt and Neckarsulm (Germany), Hungary, Belgium, Slovakia, India, and China.

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Photos and further information on the "Audi Cross Coupé quattro study", which provides a preview of an SUV in the compact segment, can be found at www.audi-mediaservices.com/en.

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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 40. 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!").