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## Audi sales volume up 17 percent in August

*Ingolstadt (ots) -*

- About 94,100 cars delivered worldwide
- Up 20.2 percent in Germany thanks to growing list of corporate customers
- Sales Chief Schwarzenbauer: "Pre-orders for the new A6 Avant much higher than we expected"

Growing demand in the world's biggest sales markets have presented AUDI AG with yet another record month. The company delivered 94,100 cars in August, around 17 percent more than during the same month last year. The brand with the four rings confirmed its leading position in China with 28,068 cars sold, up 25.5 percent; in the United States, Audi continued its double-digit growth with an increase of 11.1 percent. Sales figures rose in Europe by another 13.7 percent - thanks in part to strong growth in the German market.

Audi sold 18,506 cars last month in the company's home market, up 20.2 percent. Aside from the sustained popularity of Audi's SUVs - the Audi Q5 and the Q7 - the significant gains for the Audi A4 Avant show that it is attracting large corporate customers. Sales of Germany's top-selling model rose in August by 14.4 percent compared to the same month last year, to around 3,800 units.

The signs are also favorable for the A6 Avant, introduced by the company into its first markets in late August. "Our new A6 Avant is coming at precisely the right time," said Peter Schwarzenbauer, AUDI AG Board Member for Marketing and Sales. "Orders for it are much higher than we expected." Compared with the A6 Sedan, the A6 Avant makes up about 60 percent of the sales within the model family; last year Audi sold about 204,300 cars worldwide from the important model range.

In Europe Audi sold a total of around 44,200 cars, up 13.7 percent compared to the same month last year. Overall sales, at round 484,800 units, were 12.8 percent above the same period last year. In the United Kingdom, the third-largest export market for Audi, sales figures in August rose by 24.8 percent to 3,613 cars; total sales were 12.5 percent higher than in the same period of 2010. Sales declined in Spain and Italy; in contrast, Audi doubled its sales figures in Belgium in August to 2,777 units (+107%), and Audi achieved increased sales figures in Austria (1,268; +6%) and the Netherlands (1,289; +37%) as well. The significant growth in almost all Eastern European countries was led by further increases in demand in Russia - Audi sold 2,010 cars here, an increase of 35.9 percent compared to August 2010.

In China (incl. Hong Kong), Audi concluded the month of August with sales of 28,068 cars, an increase of 25.5 percent. From January to August, Audi sold 196,534 cars here, an increase of 28.6 percent compared to the same period in 2010.

In the United States the delivery figures for Audi of America grew by 11.1 percent: 10,201 customers chose an Audi brand car; for the year to date, this amounted to 75,256 customers, 15 percent more than in the same period of 2010.

Sales	August		Cumulative		
	2011	2010	Change	2011	2010
World	94,100	80,344	+17.1%	853,000	727,609
Europe	44,200	38,904	+13.7%	484,800	429,628
Germany	18,506	15,394	+20.2%	165,020	142,336
UK	3,613	2,895	+24.8%	75,128	66,752
Italy	2,506	2,815	-11.0%	41,023	39,595
France	3,258	3,410	-4.5%	41,500	33,950
Spain	2,111	2,582	-18.2%	29,844	29,934
Russia	2,010	1,479	+35.9%	15,800	12,579
USA	10,201	9,182	+11.1%	75,256	65,439
Brazil	501	300	+67.0%	3,209	2,019
APAC	32,800	26,128	+25.5%	236,500	185,878
China	28,068	22,358	+25.5%	196,534	152,782
India	510	250	+104.0%	3,655	1,876

The Audi Group delivered around 1,092,400 cars of the Audi brand to customers in 2010. The Company posted revenue of EUR 35.4 billion and an operating profit of EUR 3.3 billion in 2010. In the first half of 2011, the Audi Group sold 652,970 vehicles bearing the four rings worldwide and achieved record figures in terms of revenue (EUR 21.5 billion) and operating profit (EUR 2.5 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, of the Audi A4 in early October 2008 and of the Audi Q5 in July 2010. Production of the new Audi A1 has been running at the Brussels plant since May 2010. The Audi Q3 has been built in Martorell (Spain) since June 2011. The Company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include AUDI HUNGARIA MOTOR Kft., Automobili Lamborghini Holding S.p.A. in Sant'Agata Bolognese (Italy) and quattro GmbH in Neckarsulm. Audi currently employs around 60,000 people worldwide, including around 46,600 in Germany. Between 2011 and 2015 the brand with the four rings is planning to invest more than EUR 11 billion, mainly in new products, in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" slogan. By 2015, Audi plans to increase the number of models in its portfolio to 42.

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