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AUDI AG: North American growth region with significantly increased sales

Ingolstadt (ots) -

- Sales chief Schwarzenbauer: "16th record month in a row in the United States"
- Around 125,200 cars delivered worldwide in April, up 14.4 percent
- Strong growth in Germany and France

AUDI AG sustained its high growth rate from the first quarter in April, with around 125,200 cars delivered and a 14.4 percent increase over the prior-year month. Sales figures rose over the first four months by 11.7 percent to around 471,300 cars delivered. In April, the brand with the four rings posted clear growth in all regions. Germany, France, the United Kingdom and Russia contributed in particular to the company's 4.9 percent growth in Europe. North America has also become a stable factor for Audi: From January to April, the brand achieved a sales increase of around 15.2 percent there.

"We continue to see great potential for Audi in North America; we want to sell more than 200,000 cars in the United States alone by 2020", said Peter Schwarzenbauer, Member of the Board of Management for Marketing and Sales at AUDI AG. "A new production plant in Mexico safeguards our long-term growth worldwide - and underscores the importance of the entire American region. We want to achieve significant double-digit growth there this year as well." And Audi is moving in the right direction - over the first four months of the year, the brand sold more cars in all countries within the American region than in the same period last year, and increased sales there by a cumulative 15.4 percent, which corresponds to around 56,400 units.

The driver for growth in this region is the United States, where the brand continued on its road to success. "With 11,521 cars sold and a 15 percent increase, we achieved our 16th record month in a row in April", said Schwarzenbauer. This has been driven by high demand for Audi luxury-class models. They made up more than 30 percent of the company's sales in the United States in April. In the first four months, sales figures for AUDI AG climbed in the United States to a total of 40,991 cars, putting them 15.8 percent above those for the same period last year.

Audi also exceeded its delivery results from the prior-year month in Europe. Around 66,750 customers chose a model with the four-ring logo in April (+ 4.9 percent). The engines for growth here were important European markets such as Germany, France, the United Kingdom and Russia. In the company's home market of Germany, the new Q3 and the A6 family in particular helped boost sales for Audi. For example, an additional 1,800 customers selected an A6 model. Overall, Audi registered 9.4 percent growth in April in Germany, to 24,301 units.

In France, the brand with the four rings developed against the market trend and experienced strong sales growth, with an increase of 13.7 percent on the prior-year month. The brand was also able to sell even more cars than in April 2011 in the United Kingdom (+ 5 percent) and Russia (+ 16.5 percent). Russia in particular continues to gain importance for Audi. Over the first four months, the company sold 10,461 cars in this market (+ 44.6 percent) - by the end of the year Audi wants to deliver 30,000 cars here for the first time.

Significant growth was once again achieved in the past month in China. The 34,221 cars delivered there (incl. Hong Kong) exceeded those for the prior-year month by 44 percent. From January to April, sales figures in China increased 41.4 percent over the previous year and amounted to 124,284 units. The locally produced models experienced especially strong sales. In the first four months of the year, more than 33,000 Chinese customers chose the long-wheelbase version of the A4 (+ 62 percent).

The Indian and South Korean markets also hold increasing importance for the Asia-Pacific region. In India, Audi sales increased in April by 49.9 percent; in South Korea the figures for deliveries rose by 61.7 percent.

Market overview

Sales for AUDI AG	In the month of April			Cumulative		
	2012	2011	Change	2012	2011	Change
		from 2011			from 2011	
World	125,200	109,424	+14.4%	471,300	421,956	+11.7%
Europe	66,750	63,642	+4.9%	253,100	250,105	+1.2%
- Germany	24,301	22,204	+9.4%	82,277	78,487	+4.8%
- UK	9,325	8,885	+5.0%	45,102	43,754	+3.1%
- France	6,292	5,535	+13.7%	22,174	21,629	+2.5%
- Italy	4,865	5,408	-10.0%	17,783	22,106	-19.6%
- Spain	3,712	3,994	-7.1%	14,546	16,369	-11.1%
- Russia	3,287	2,821	+16.5%	10,461	7,234	+44.6%
USA	11,521	10,018	+15.0%	40,991	35,401	+15.8%
Brazil	368	408	-9.8%	1,409	1,166	+20.8%

Asia-Pacific	39,250	28,178	+39.3%	147,300	108,069	+36.3%
- China	34,221	23,766	+44.0%	124,284	87,888	+41.4%
(incl. Hong Kong)						
- India	562	375	+49.9%	2,831	1,986	+42.5%

Note: Annual General Meeting of AUDI AG, May 10, 2012, Audi Forum Ingolstadt

- End -

The Audi Group delivered 1,302,659 cars of the Audi brand to customers in 2011. In 2011 the Company posted revenue of EUR 44.1 billion and an operating profit of EUR 5.3 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Gyor (Hungary), Changchun (China) and Brussels (Belgium). The Audi Q7 is built in Bratislava (Slovakia). In July 2010, CKD production of the Audi Q5 was added to the existing Audi A4 and A6 manufacturing operations in Aurangabad (India). At the Brussels plant, production of the Audi A1 has been running since May 2010, while production of the new A1 Sportback began in 2012. 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 S.p.A. in Sant'Agata Bolognese (Italy), AUDI BRUSSELS S.A./N.V. in Brussels (Belgium) and quattro GmbH in Neckarsulm. Subject to a positive decision by the responsible competition authorities, the Italian sports motorcycle manufacturer Ducati Motor Holding S.p.A. will also belong to the Audi Group. Audi currently employs around 64,000 people worldwide, including around 48,000 in Germany. Between 2012 and 2016 the brand with the four rings is planning to invest a total of E13 billion - mainly in new products and the extension of production capacities - in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" slogan. Audi is currently expanding its site in Gyor (Hungary) and will start production in Foshan (China) in late 2013 and in Mexico in 2016.

Audi has long been fulfilling its social responsibility on many levels - with the aim of making the future worth living for generations to come. The basis for Audi's lasting success is therefore formed by environmental protection, the conservation of resources, international competitiveness and a forward-looking human resources policy. One example of AUDI AG's commitment to environmental issues is the Audi Environmental Foundation. Within the context of "Vorsprung durch Technik," which extends far beyond its products, the Company is directing its activities toward a major goal - comprehensive CO2-neutral mobility.

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