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## AUDI AG: double-digit sales growth continues in September

*Ingolstadt (ots) -*

Around 136,600 deliveries worldwide - up 13.6 percent

Sales Chief Luca de Meo: "Deliveries have reached one million mark after just nine months for first time"

Continuing expansion in China, United States and Europe

Audi sales figures continue to rise at a double-digit rate: In September the company delivered around 136,600 automobiles to customers worldwide. This represents an increase of 13.6 percent. In the first three quarters, around 1,097,500 customers chose a model with the four rings - 12.8 percent more than in the prior-year period. The past month saw the company benefit from continuing strong growth in the United States (+26.5%) and China (+20.5%). Furthermore, AUDI AG yet again grew in Europe, despite the difficult market conditions in some parts of the region - sales were up 7.4 percent on the corresponding month of 2011. As a result, September saw the Ingolstadt-based company maintain its sales growth in all regions of the world.

"This year we reached the tally of one million cars sold after just nine months - clear evidence that we are realizing our strategic goals in the right way," commented Luca de Meo, Member of the Board of Management for Marketing and Sales at AUDI AG. "We are seeing our new models succeed in the marketplace, reflecting the tastes of customers," continued de Meo.

Especially models such as the A1 Sportback, the Q3 and the A6 Avant contributed to growth of 7.4 percent in Europe compared with the same month of the previous year. Audi thus maintained its pattern of growth in the home market of Germany in September, posting sales growth of 3.5 percent (20,712 units). Cumulatively, unit sales in Germany after the first nine months of the year have now reached 198,777 automobiles delivered (+7.4%). The second-largest European market for Audi also reported a clear jump in sales last month: Its sales total in the United Kingdom increased by 20 percent to 22,389 units.

The dynamic growth of recent months continued in Russia, where the four rings ended the month up 57.3 percent on the corresponding period of 2011. From January through September, 25,442 Russian customers took receipt of the keys to a new Audi, 42.9 percent more than in the equivalent period of 2011. Growth in Russia was driven by the range of SUV models available from the Ingolstadt carmaker. For example the Q3 - which has not yet been on the market for a full year - is already the country's best-selling Audi model, closely followed by the Audi Q5.

Audi of America added a further chapter to its success story in September with yet another record month. In the United States the company sold 26.5 percent more vehicles than in the corresponding month of the previous year. Its performance owed much to the steady growth of the new-generation A4 and A5, and to the swift progress made by the Q7. Almost twice as many customers as in September 2011 chose to buy this full-size SUV model (+94.6%). With 100,694 cars sold in the year to date, this is the first time ever that Audi of America has exceeded the 100,000 mark by the end of the third quarter - in 2011 it did not reach that point until into November. The successful C and D-segment models from the Ingolstadt carmaker are instrumental in this success, representing 31.3 percent of the company's deliveries in the United States in the nine-month period.

The SUV and full-size models also put in a strong performance in China. Unit sales there continued to climb, and the delivery total of 35,512 for September was up 20.5 percent on the same month of 2011. Cumulatively, Audi increased its sales there to 297,060 automobiles, representing a growth rate of 31.4 percent. The most popular model with customers remained the locally built A6 L, of which some 96,100 were sold.

In the Asia-Pacific region Audi also enjoyed considerable growth in India in the past month. Demand for models with the four rings was up 82.2 percent there. With a total of 6,423 cars delivered in the first three quarters of the year, Audi already exceeded the record sales total for the whole of 2011 (5,511 units) by the end of September.

Sales for	In September			Cumulative total		
AUDI AG						
	2012	2011	Change	2012	2011	Change
		from			from	
		2011			2011	
World	136,600	120,193	+13.6%	1,097,501	973,154	+12.8%
Europe	72,200	67,220	+7.4%	574,100	551,925	+4.0%
- Germany	20,712	20,002	+3.5%	198,777	185,022	+7.4%
- UK	22,389	18,653	+20.0%	101,593	93,781	+8.3%
- France	5,020	4,949	+1.4%	47,012	46,449	+1.2%
- Italy	4,802	5,713	-15.9%	38,901	46,736	-16.8%
- Spain	2,295	2,634	-12.9%	29,436	32,478	-9.4%
- Russia	3,150	2,003	+57.3%	25,442	17,803	+42.9%
USA	12,302	9,725	+26.5%	100,694	84,981	+18.5%

Mexico	903	666	+35.6%	6,450	5,508	+17.1%
Asia-Pacific	43,000	35,708	+20.4%	351,400	272,189	+29.1%
- China	35,512	29,476	+20.5%	297,060	226,010	+31.4%
(incl.						
HongKong)						
- India	1,011	555	+82.2%	6,423	4,210	+52.6%

The Audi Group delivered 1,302,659 cars of the Audi brand to customers in 2011. In 2011 the Company posted revenue of E44.1 billion and an operating profit of E5.3 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 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. (Gyor/Hungary), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese/Italy), AUDI BRUSSELS S.A./N.V. (Brussels/Belgium), quattro GmbH in Neckarsulm and the sports bike manufacturer Ducati Motor Holding S.p.A. (Bologna/Italy). Audi currently employs around 65,000 people worldwide, including over 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" claim. Audi is currently expanding its site in Gyor (Hungary) and will start production in Foshan (China) in late 2013 and in San José Chiapa (Mexico) from 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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