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Audi: around 1,455,100 deliveries in 2012

Ingolstadt (ots) -

- Worldwide sales climb by 11.7 percent
- Sales chief Luca de Meo: "New record highs in all regions of the world"
- SUV models and A6 family the strongest growth drivers

A new record-breaking year for AUDI AG: In 2012 the company sold around 1,455,100 premium automobiles worldwide, 11.7 percent more than in the previous year. The Ingolstadt-based carmaker thus clearly surpassed its annual target announced in summer of 1.4 million cars - above all thanks to strong growth rates in North America and Asia. With deliveries exceeding the previous year's figure by more than 152,000, this was Audi's second-highest jump in sales in the history of the company. Only one year previously, in 2011, Audi had attracted around 210,000 additional customers. With around 110,400 deliveries (+0.8%) in December 2012, Audi reached again the strong sales total of the excellent final month of 2011.

"In 2012, Audi achieved new record totals in every region worldwide, including in Europe. We managed to buck the negative market trend and continued to grow there, extending our lead as the strongest premium brand," says Luca de Meo, Member of the Board of Management of AUDI AG for Sales and Marketing. "Worldwide, our new models in particular gave us an extra lift over the past year, most notably the very popular Audi Q3: It has helped the entire Audi SUV family become a mainstay of our success, now accounting for one-quarter of all deliveries for the first time."

The global rollout of the Q3 began in October 2011, so 2012 was its first full year on market. In Europe alone, Audi handed over around 78,700 units of its compact SUV to customers over the past year. Another model that has been on sale since fall 2011 and has provided a strong stimulus on the brand's home continent is the Audi A6 Avant. Around 60 percent of A6 customers in Europe opt for the station wagon version of the full-size model; A6 Avant sales in the region rose by 38.9 percent to around 63,100 automobiles in 2012. Across all models, AUDI AG sold around 739,000 cars in Europe in the past year, thus advancing by a further 1.8 percent amid a difficult market environment.

While base effects from the prior-year month and the forthcoming model changeover for the Audi A3 Sportback impacted December's delivery totals for Europe, the four rings achieved strong sales figures over the full year especially in its three biggest European markets: In Germany AUDI AG increased its sales by 3.6 percent to the new high of 263,163 deliveries. This gave the company the highest market share in its history: 8.6 percent. Over the past ten years, the Ingolstadt-based carmaker has almost doubled its annual sales in the UK. Business in 2012 contributed to this performance with growth of 7.2 percent to 123,640 cars, again an all-time high. By comparison, Audi sold 65,552 cars in the United Kingdom in 2002. Amid a contracting market, Audi France was able to repeat the previous year's record sales in 2012. With 62,202 deliveries (+0.3%) the four rings confirmed their leading position in the premium segment in France. The clearly negative economic situation led to declining sales in Italy (-17.0% to 50,085 deliveries) and in Spain (-11.7% to 36,139 deliveries) in 2012. In both countries, however, the registration figures for Audi managed to hold their ground much better than the market as a whole. By contrast, Audi experienced dynamic sales growth in Russia in 2012: 33,512 cars delivered to Russian customers represent an increase of 44.1 percent on the previous year - among Audi's top ten sales markets worldwide, Russia was consequently the fastest-growing. By comparison, AUDI AG's sales total for 2009 in Russia was 15,009 cars, less than half its current figure.

In the United States Audi established a new sales record in every single month of the past year and further accelerated growth from 2011: By the end of 2012 139,310 premium cars of the brand had been shipped to the United States, 18.5 percent more than in the previous year. Within the space of five years, Audi of America has thus increased the four rings' customer base in the United States by almost 50 percent (2007 deliveries: 93,506 cars). 2012 saw especially the models in the prestigious full-size class give Audi a further boost in the U.S. market: Combined sales of the A6, the A7 Sportback, the Q7 and the flagship model A8 were up 39 percent. Sales of the A6 Sedan alone, the new generation of which was available at U.S. dealers for its first full year in 2012, climbed to 18,998 units, a rise of 73.7 percent on the prior-year total. Audi's sales performance in the two other countries of the North American region was similarly impressive in the past year: In Canada sales were up 18.6 percent at 20,000 automobiles, and in Mexico up 17.7 percent at 9,482.

In China Audi remained the clear premium-segment leader at the close of 2012. With 405,838 deliveries in 2012 the Ingolstadt-based manufacturer broke through the barrier of 400,000 cars for the first time ever - having crossed the threshold of 300,000 units only one year earlier. Main drivers behind the 29.6 percent growth rate were the Changchun-built models: Despite a model changeover in March, for the first time ever Audi sold over 130,000 of the long-wheelbase version of the A6 Sedan in China within the space of a year (132,872 deliveries). The A6 L thus remains the top-seller in the brand's Chinese model range and the most popular premium automobile in that market. 93,030 of Audi's Chinese customers opted for the Q5 last year, a significant increase of 63.8 percent on 2011. Worldwide, too, the performance SUV was again the unchallenged leader in its segment in 2012 with around 206,000 units delivered.

A large number of emerging growth markets likewise became increasingly important for Audi in 2012 thanks to their high growth rates: These include for example South Korea (+46.0% to 15,100 cars), South Africa (+15.5% to 16,771 cars) and India, where the brand's sales gained 63.4 percent to 9,003 units. The company's sales in Turkey, too, put on a spurt of 17.7 percent to 14,487

units, making it one of over 50 markets where Audi established a new sales record last year.

Sales for AUDI AG	In December			Cumulative total		
	2012	2011	Change	2012	2011	Change
		from		from		
		2011		2011		
World	110,400	109,556	+0.8%	1,455,100	1,302,659	+11.7%
Europe	45,200	55,988	-19.2%	739,000	726,318	+1.8%
-	16,913	21,588	-21.7%	263,163	254,011	+3.6%
Germany						
- UK	4,760	6,370	-25.3%	123,640	115,345	+7.2%
- France	5,193	4,958	+4.7%	62,202	62,009	+0.3%
- Italy	3,791	4,770	-20.5	50,085	60,353	-17.0%
- Spain	1,763	2,733	-35.5%	36,139	40,905	-11.7%
- Russia	2,194	1,771	+23.9%	33,512	23,250	+44.1%
USA	14,841	12,655	+17.3%	139,310	117,561	+18.5%
Mexico	1,240	1,100	+12.7%	9,482	8,058	+17.7%
Asia-Pacific	41,400	33,941	+21.9%	478,900	373,724	+28.1%
- China	35,279	29,436	+19.8%	405,838	313,036	+29.6%
(incl. Hong Kong)						
- India	931	394	+136.3%	9,003	5,511	+63.4%

The Audi Group delivered 1,455,100 cars of the Audi brand to customers in 2012. From January through the end of September 2012 the Company posted revenue of EUR 37.7 billion and an operating profit of EUR 4.2 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). The Audi Q7 is built in Bratislava (Slovakia). In November 2012, CKD production of the Audi Q7 was added to the existing Audi A4, A6 and Q5 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 amongst others AUDI HUNGARIA MOTOR Kft. (Győr/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 more than 68,000 people worldwide, including around 50,000 in Germany. From 2012 until 2016 the brand with the four rings is planning to invest a total of EUR 13 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 Győr (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.

Picture is available at:

<http://www.presseportal.de/pm/6730/audi-ag?keygroup=bild>

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