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Audi sees sales leap in Eastern Europe

Ingolstadt (ots) -

- * Region is a major growth market for Audi in Europe
- * Sales increased by 17 percent in the first half of the year
- * A8 and A6 are a resounding success in Russia

Audi sales figures for the East European region are proving to be a success story that bodes well for the future. The company behind the four rings was able to report a year-on-year increase in sales of 17 percent for the first half of this year (8,144 units). For Audi the East European region encompasses countries such as Russia, Slovenia, Czech Republic, Hungary, Croatia, Slovakia, Poland, Rumania, Ukraine and the Baltic states, and these figures make it the most dynamic growth market in Europe. "The sales successes in this region substantiate our forecasts that the market still holds tremendous potential. We expect a significant growth rate over the next few years, accompanied by a stable economy," commented Ralph Weyler, Board Member for Marketing and Sales at AUDI AG.

Audi's success in Eastern Europe is receiving a particular boost from sales in Russia. Here, sales in the first six months of this year increased to 1,718, which is 27 percent more than for the same period last year. The Audi A8 has established itself as a firm favourite amongst Russian customers, recording an increase in sales of over 60 percent compared with the same period last year. This makes Russia one of the top ten global markets for the A8. The A6 and its current successor model have enjoyed an equally positive reception on the market. 534 vehicles were sold in the first six months of this year, representing an increase of around 25 percent.

There is an outstanding sales structure in Russia on which the company is able to build. Audi is represented there by an exclusive dealership network comprising 20 dealers, which it plans to expand to a total of 45 dealerships over the coming years. Audi dealers are set to invest in excess of EUR 100 million in the Russian dealership network in the course of the next five years. Furthermore, Audi is the only premium manufacturer in Russia to run its own training centre there, where dealership and service staff can be trained to the very highest standards.

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