

Start of production of Audi Q3 in India

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Audi has started production of the Q3 compact-class SUV at its Aurangabad plant, in Maharashtra. After the Audi A4, Audi A6, Audi Q5 and Audi Q7, the Audi Q3 is the fifth model to be produced in India by the Ingolstadt carmaker.

“Local production of the Audi Q3 is part of our long-term growth strategy in India, one of the most promising auto markets in the world,” said Dr. Frank Dreves, Audi Board Member for Production. “The infrastructure in the plant, efficient working processes, qualified workforce and a well-developed logistics environment, along with the growth potential of the Indian market, were the factors that motivated us to expand the product portfolio at the Aurangabad plant.”

The Audi Q3 will be produced in the newly constructed hall at the group plant Škoda Auto India Private Limited (SAIPL) in Aurangabad, which covers a floor area of 20,000 square meters (215,278 square feet). The Audi Q7 is also produced in the same hall.

“Local production of the Audi Q3 means that Audi India is now building all our Q range models locally. This will reduce waiting times for our customers and will enable us to offer a wider range of versions in the market. This move demonstrates our confidence in the success of our Q range, which has positioned itself as a leader not only in the product category, but has emerged as a lifestyle statement. We are confident that we will continue to retain our dominance in the luxury SUV segment in India,” said Joe King, Head of Audi India.

Increasing demand from Indian customers for the Audi Q3, Audi Q5 and Audi Q7 SUV models has had a major impact on the brand’s growth in India: Over the first eight months of this year, the Company increased its sales in the Indian market by

19 percent to 6426 vehicles (January - August 2012: 5406).

Audi currently produces the Audi A4, Audi A6, Audi Q5 Audi Q7 and now the Audi Q3 at the group plant Škoda Auto India Private Limited (SAIPL) in Aurangabad in Maharashtra. The whole-year capacity at the plant for all Audi models is more than 13,000 units in a one-shift operation.

Continuing with its strategy of product expansion, Audi India recently announced the launch of the Audi Q3 S Edition and the launch of the “Audi Club India”, the first dedicated club for Audi owners in India. The company also opened its 3rd showroom in Delhi - Audi Delhi Central in August. This is the 27th Audi showroom in the country.

The Audi model range in India includes the Audi A4, Audi A6, Audi A7 Sportback, Audi A8L, Audi Q3, Audi Q3 S Edition, Audi Q5, Audi Q7, Audi S4, Audi S6, new Audi RS5 Coupé, Audi TT Coupé, the super sports car Audi R8, Audi R8 Spyder and the Audi R8 V10 plus available across the country: in Ahmedabad, Bengaluru, Bhopal, Bhubaneswar, Chandigarh, Chennai, Coimbatore, Delhi Central, Delhi South, Delhi West, Goa, Gurgaon, Hyderabad, Indore, Jaipur, Kanpur, Kochi, Kolkata, Lucknow, Ludhiana, Mumbai South, Mumbai West, Nagpur, Navi Mumbai, Pune, Raipur and Surat.

In 2012, the Audi Group delivered 1,455,123 cars of the Audi brand to its customers, generated revenue of €48.8 billion and achieved an operating profit of €5.4 billion. The Audi Group is globally present in more than 100 markets and produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). The brand with four rings will produce cars also in Foshan (China) as of late 2013, in 2015 in São José dos Pinhais (Brazil) and 2016 in San José Chiapa (Mexico). AUDI AG’s wholly owned subsidiaries include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy) and the sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The Group currently employs more than 70,000 people worldwide, including around

50,000 in Germany. Total investment of approximately €11 billion is planned by 2015 - mainly in new products and sustainable technologies.

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