



Audi set another sales record in 2017. The new generation of the Audi A8 is designed for highly automated driving. The “Audi AI” trademark will prospectively stand for autonomy, intelligence and innovation.

BUSINESS DEVELOPMENT

“Vorsprung” is an active brand promise that is delivered throughout the world, making Audi one of the most highly desired brands in the premium segment. In 2017, the brand with the four rings unveiled the new Audi A8. At the first Audi Summit, it also presented further technological milestones in cutting-edge fields such as sustainable production, lightweight construction, connectivity, automated driving and digital services. The fourth generation of the A8, Audi’s flagship, is rolling off the assembly line as the world’s first production model designed for highly automated driving. The “Audi AI” trademark will prospectively stand for autonomy, intelligence and innovation. The Audi of the future will use machine learning to continuously develop its capabilities, adapt to users’ individual needs and suggest services. This will make our customers’ lives easier and their journeys safer.

In the 2017 fiscal year, the Audi brand set a new sales record, delivering 1.9 million vehicles (+0.6%). Sales increased in North America (+8.4%) and China (+1.1%), among other regions.

Audi sold 1.5 (1.5) million vehicles in 2017. The Chinese joint venture FAW-Volkswagen sold a further 552 (536) thousand Audi vehicles. The Q2 and A5 models proved particularly popular with customers. Unit sales at Automobili Lamborghini S.p.A. amounted to 3,897 (3,465) vehicles.

Audi produced 1.9 (1.9) million vehicles globally in the reporting year; this was 1.3% fewer than in the previous year. At Lamborghini, production of the Urus, the world’s first super sport utility vehicle, started in 2017. Lamborghini produced a total of 4,056 (3,579) vehicles in the reporting period.

SALES REVENUE AND EARNINGS

At €60.1 billion, sales revenue for the Audi brand in 2017 exceeded the prior-year figure by €0.8 billion. At €5.1 (4.8) billion, operating profit before special items was higher than in the previous year. Product cost optimization and improved price positioning had a positive effect. This was offset by, among other factors, higher depreciation and amortization charges connected with the expansion of the international model and technology portfolio as well as international production structures. The operating return on sales before special items amounted to 8.4 (8.2)%. The diesel issue gave rise to special items of €–0.4 (previous year’s total –1.8) billion. The financial key performance indicators for the Lamborghini and Ducati brands are included in the financial figures for the Audi brand.

A8

Highly automated driving

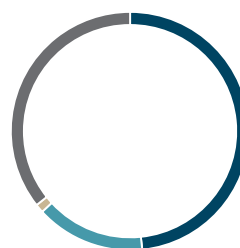
PRODUCTION

Units	2017	2016
Audi		
A4	325,307	357,999
A3	313,380	361,983
Q5	289,959	297,750
A6	259,618	276,211
Q3	205,006	231,452
A5	119,595	65,117
Q7	106,515	103,344
Q2	102,084	19,419
A1	95,346	105,252
TT	22,174	26,886
A7	16,968	26,308
A8	15,854	24,179
R8	3,179	3,688
Q8/e-tron	368	–
	1,875,353	1,899,588
Lamborghini		
Huracán Coupé	1,822	1,315
Aventador Coupé	1,008	587
Huracán Spyder	827	1,104
Aventador Roadster	278	573
Urus	121	–
	4,056	3,579
Audi brand	1,879,409	1,903,167

AUDI BRAND

	2017	2016	%
Deliveries (thousand units)	1,882	1,871	+0.6
Audi	1,878	1,868	+0.6
Lamborghini	4	3	+10.4
Vehicle sales	1,530	1,534	–0.3
Production	1,879	1,903	–1.2
Sales revenue (€ million)	60,128	59,317	+1.4
Operating result before special items	5,058	4,846	+4.4
as % of sales revenue	8.4	8.2	

A8

DELIVERIES BY MARKET
in percent

Europe/Other markets	48.4%
North America	14.8%
South America	1.2%
Asia-Pacific	35.6%