



Audi is following its strategic focus and consistently pursuing sustainable premium mobility. The electric-powered e-tron is the highlight of the 2019 product offensive.

BUSINESS DEVELOPMENT

“Vorsprung” is Audi’s active brand promise that is delivered throughout the world and that is currently being redefined by the brand with the four rings, as it moves away from the narrow focus on technical feasibility and towards a new approach, where the customer is at the center. In 2019, Audi expanded its vehicle range and celebrated over 20 market launches. The highlight of the year was the market introduction of the Audi e-tron. The all-electric SUV was rolled out in Europe, China and the USA. The vehicle stands out with a high-quality interior and is packed with technological highlights. The all-electric Q2L e-tron debuted on the Chinese market. With concept vehicles such as the e-tron GT concept, Q4 e-tron concept, AI:TRAIL, AI:ME and others, Audi showcased further potential in e-mobility and artificial intelligence. By 2025, Audi plans to bring more than 30 electrified models to market, including 20 with pure electric drive. Audi is thereby following its strategic focus and consistently pursuing sustainable premium mobility. Alongside the electrified models, the vehicles Audi presented in 2019 included the fourth generation of the bestselling A6 and the dynamic RS 7 Sportback.

The difficult market environment and the WLTP test procedure posed challenges for Audi particularly in the first half of 2019. Nevertheless, the Audi brand delivered a total of 1.9 million vehicles to customers (+1.8%). Deliveries rose especially in Western Europe (+4.0%) and China (+4.1%).

Audi sold 1.2 (1.5) million vehicles in the reporting year. Unit sales by the Chinese joint venture FAW-Volkswagen amounted to a further 620 (620) thousand Audi vehicles. The Q2, e-tron and Q8 models were in especially high demand. Unit sales at Automobili Lamborghini S.p.A. amounted to 8,290 (6,333) vehicles. The increase was mainly due to high demand for the Urus.

In the reporting year, Audi produced 1.8 (1.9) million units worldwide. Lamborghini manufactured a total of 8,664 (6,571) vehicles in 2019.

SALES REVENUE AND EARNINGS

As of 2019, the multibrand sales companies have been separated from the Audi brand and are reported in the Other category to increase overall transparency and comparability. As a result, the Audi brand’s sales revenue declined to €55.7 (59.2) billion in fiscal year 2019. The operating result (previous year’s figure excludes special items) stood at €4.5 (4.7) billion. Mix and product cost improvements offset negative effects from model start-ups and phase-outs, higher upfront expenditure for new products and technologies, an unfavorable exchange rate trend and personnel cost increases. The operating return on sales (previous year’s figure excludes special items) was 8.1 (7.9)%. The financial key performance indicators for the Lamborghini and Ducati brands are included in the financial figures for the Audi brand.

1.9 million

Vehicles delivered in 2019

PRODUCTION

Units	2019	2018
Audi		
A4	323,387	344,623
Q5	286,365	298,645
A3	240,795	304,903
A6	232,569	254,705
Q3	195,566	167,707
Q2	130,225	108,386
A5	93,077	111,544
A1	81,287	80,387
Q7	63,633	110,593
Q8	44,727	22,414
e-tron	43,376	2,425
A8	23,826	24,541
A7	17,068	20,058
TT	14,999	12,118
R8	2,121	1,764
	1,793,021	1,864,813
Lamborghini		
Urus	5,233	2,565
Huracán Coupé	1,495	1,669
Huracán Spyder	931	1,121
Aventador Coupé	786	578
Aventador Roadster	219	638
	8,664	6,571
Audi brand	1,801,685	1,871,384
Ducati, motorcycles	51,723	53,320

AUDI BRAND

	2019	2018	%
Deliveries (thousand units)	1,854	1,818	+2.0
Audi	1,846	1,812	+1.8
Lamborghini	8	6	+42.7
Vehicle sales	1,200	1,467	-18.2
Production	1,802	1,871	-3.7
Sales revenue (€ million)	55,680	59,248	-6.0
Operating result before special items	4,509	4,705	-4.2
Operating return on sales (%)	8.1	7.9	

e-tron



DELIVERIES BY MARKET

in percent



Europe/Other markets	43.5 %
North America	14.7 %
South America	0.9 %
Asia-Pacific	40.9 %