



Product Communications

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Audi A1: The countdown starts today

- **Series of events to build up to the world premiere in March 2010**
- **A1 information on the Internet**
- **Exclusive “Journalists’ Corner” at www.audi-a1-mediaguide.com**

Ingolstadt, December 14, 2009 – Audi will be the first manufacturer to offer a premium car in the subcompact segment when it launches the Audi A1. A young target group will experience new standards of quality, technology, and design.

The waiting comes to an end in early February 2010 when the A1 celebrates its online premiere (end of secrecy). Until then, we’ll make the wait more tolerable by giving you a look through the keyhole. In the weeks ahead, Audi experts will be explaining characteristic details of design and production online before we show the first photos of the car.

Following the online premiere we’ll throw the doors wide open and reveal the background behind the technology, driving dynamics, and efficiency leading up to the Geneva Motor Show (March 2010). Members of the Audi Board of Management will answer your questions online. Please note: All content, such as videos, photos, and text information can be downloaded from the “Journalists’ Corner” on the Audi A1 MediaGuide.

The Audi A1 will celebrate its world premiere in Geneva.

The A1 Online Special for customers will go online at www.audi.com/a1 at the same time as the Audi A1 MediaGuide, which is intended for journalists. In addition to numerous possibilities for exploring the world of the Audi A1, Audi also has an A1 Facebook fan page (www.facebook.com/audia1), the Audi YouTube channel (www.youtube.com/audi), and an A1 Twitter channel (http://twitter.com/audi_online).



AUDI AG sold a total of 1,003,469 cars in 2008 and thus achieved its 13th consecutive record year. The Company posted new record figures with revenue of €34.2 billion and profit before tax of €3.2 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). Aurangabad in India saw the start of CKD production of the Audi A6 at the end of 2007 and of the Audi A4 in early October 2008. The Company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include Automobili Lamborghini Holding S.p.A. in Sant'Agata Bolognese (Italy) and quattro GmbH in Neckarsulm. Audi currently employs around 58,000 people worldwide, including 46,500 in Germany. The brand with the four rings invests around €2 billion each year in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" slogan. Audi plans to significantly increase the number of models in its portfolio by 2015 to 42. Audi celebrates its 100th birthday this year. The Company was founded by August Horch in Zwickau on July 16, 1909; he named it AUDI after the Latin translation of his surname ("hark!").