



## Video statement

# **Werner Zimmermann, Head of Quality Assurance at AUDI AG, on the new A1**

**Ingolstadt, January 21, 2010 – The A1 will be the first fully-fledged premium automobile in its segment. The exterior with the precision-built body and top-rate paint finish and also the interior provide ample evidence that we have fulfilled this aspiration.**

The Audi A1 brings the Audi brand into a new vehicle class, but the same quality philosophy applies to all of our vehicles, from the A8 to the A1: We offer premium products. The expectations of an Audi remain the same no matter what size the vehicle.

Reliability and a long service life are an absolute necessity for every manufacturer. The luxury aspect, however, comprises the selection of materials and the attention to detail with which they are processed and assembled. This is how we delight our customers, and we are confident that we will also succeed in doing so with the Audi A1.

A perfect overall impression can only be created as the sum of many perfect details. The materials used will set standards for this vehicle class. The great attention to detail means that all of the parts have a high level of quality that you cannot only see, but also feel – exactly as the customer has justifiably come to expect from an Audi. Our customers should be delighted each and every time they get into their A1.