



**Corporate Communications**

Joachim Cordshagen

Press Spokesperson Audi Sites

Telephone: +49 841 89-363490

E-mail: [joachim.cordshagen@audi.de](mailto:joachim.cordshagen@audi.de)

[www.audi-mediaservices.com](http://www.audi-mediaservices.com)

## **Audi to produce in Brazil as of 2015**

- **Audi A3 Sedan and Q3 to drive off the assembly line in São José dos Pinhais**
- **CEO Rupert Stadler: “By producing in Brazil, we will create the basis for further growth.”**
- **Audi to invest around € 150 Mio. until 2015**

**São José dos Pinhais/Ingolstadt, September 17, 2013 –AUDI AG is creating additional capacity for the next stage of the company’s growth. As of 2015, the Ingolstadt-based automobile manufacturer will produce cars in São José dos Pinhais, Brazil. The new Audi Q3 and the new A3 Sedan are to drive off the assembly line in the south of the world’s sixth-largest economy. For this purpose, the company will invest around € 150 Mio. Audi is thus consistently pursuing its course of international expansion. Already in late 2013, Audi will further expand its worldwide production network when the second Audi plant in China starts production in Foshan. The company plans to produce cars also in Mexico as of 2016. Together with the new production in Brazil, Audi intends to significantly increase its deliveries of the brand with the four rings to customers also on the South American continent.**

Rupert Stadler, Chairman of the Board of Management of AUDI AG, and Dr. Bernd Martens, Member of the Board of Management for Procurement, met members of the Brazilian government today on the occasion of announcing the new Audi production site. At that meeting, Stadler named the main reason for the decision: “By producing in Brazil, we will create the basis for further growth in the region.” Stadler also announced that the Sales Department would more than double the size of the dealer network by the end of the decade: “Also in Brazil, our goal is to lead the premium segment.”

Audi is already starting to make preparations to ensure that production begins smoothly in 2015. With production in Brazil, local sourcing should also have a positive impact on the carmaker’s business, explained Audi’s Board of Management Member for Procurement, Dr. Bernd Martens: “For the production of the A3 Sedan, we want to purchase a lot of components locally; we therefore plan to establish close relationships with Brazilian suppliers at an early stage.



By 2015, the company intends to invest around € 150 Mio. to prepare for production at the site in São José dos Pinhais in the federal state of Paraná. As a first step, Audi will produce the new A3 Sedan here starting in 2015. A few months later, the Audi Q3 will also drive off the assembly line in Brazil.

As of 2020, Audi plans to deliver two million cars to its customers worldwide each year. To achieve that target, the company is making large investments at its large production sites in Germany and Hungary. At the same time, Audi is significantly expanding its production network outside Europe. "With today's decision in favor of Brazil, we are ideally positioned in all BRIC countries," summarized Audi CEO Stadler. In late 2013, the company will open its second plant in China in Foshan. And by 2016, Audi will also put a new automobile plant into operation in Mexico. With the new plants in Brazil and Mexico, Audi is consistently preparing for further growth worldwide and in particular on the South American continent.

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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 (Brasilien) 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. Audi lives up to its corporate responsibility and has strategically established the principle of sustainability for its products and processes. The long-term goal is CO2-neutral mobility.