

VOLKSWAGEN GROUP

C A R I A D



UBS German Electric and Autonomous Car Trip

September 15th, 2023 | Munich

Audi Q6 e-tron prototype:
Car under homologation.
Technical specifications and features available to customers will be released upon the market introduction.

Disclaimer

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

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Agenda

START	END	DURATION	ITEM	SPEAKER
09:30	09:55	00:25	Check In / Coffee 	
09:55	10:00	00:05	Welcome	Lars Korinth - Volkswagen Group IR Robert Schwarzl - Audi IR
10:00	10:45	00:45	CARIAD Presentation & Q&A	Marius Asselmeyer Head of Corporate Strategy CARIAD
10:45	11:00	00:15	Coffee 	
11:00	11:20	00:20	Audi Brand Presentation & Q&A	Dr. Isabella Rinklin Internationalization Management Audi
11:20	11:50	00:20	Audi Q6 e-tron Interior Design Presentation & Q&A	Ulrich Beierlein Head of Interior Design Architecture Audi
11:50	12:30	00:40	Lunch 	

GROUP A | White Lanyards

GROUP B | Black Lanyards

12:30	12:45	00:15	Driving Instructions Container	Driving Instructions ABEC
12:45	13:45	01:00	RS e-tron GT Dynamic area	Driving SQ8 e-tron Scenic drive
13:45	13:55	00:10	Cars Swap	
13:55	14:55	01:00	Driving SQ8 e-tron Scenic drive	RS e-tron GT Dynamic area
	15:00		Departure	



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CARIAD

MARIUS ASSELMAYER
HEAD OF CORPORATE STRATEGY

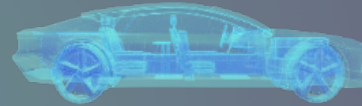
SEPTEMBER 15, 2023

C A R I A D

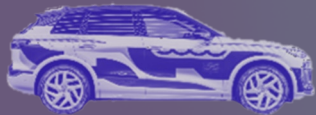
CARIAD: LEVERAGING OUR SCALE FOR SOFTWARE



E³ 1.1 | MEB



E³ 2.0 | SSP



E³ 1.2 | PPE



ARCHITECTURE
DESIGN



AUTOMATED
DRIVING



INFOTAINMENT



DATA &
SERVICES

NEW CARIAD BOARD OF MANAGEMENT



**PETER
BOSCH**

Chief Executive Officer



**ANDRÉ
STOFFELS**

Chief Financial Officer



N.N.

Chief Software Officer



**THOMAS
GÜNTHER**

Chief Launch Officer



**RAINER
ZUGEHÖR**

Chief People Officer

5 POINT PLAN: WE ARE FULLY REALIGNING CARIAD

1

DELIVERY E³ 1.1 & E³ 1.2

Creating a substantial
plan for keeping
commitments

2

SYNERGETIC NEW APPROACH E³ 2.0

Transformation to the
Software Defined Vehicle
(SDV)

3

PRODUCT & PARTNERSHIPS

Focus on relevant core
competencies & a clear
partnership landscape

4

STRONG COLLABORATION

A winning culture
at CARIAD & with
the brands

5

NEW STRUCTURE

Simplifying structure
& processes for more
efficiency, speed &
reliability

E³ 1.1: CONTINUED IMPROVEMENTS

Since ID.3 launch:
Massive improvements
and enhancements

- Increasing competitiveness via over-the-air updates
- Stable ID.S.4.0 software with availability of online services >99%
- Faster startup times up to factor 4 even in high-load situations
- New HMI based on customer feedback
- Roadmap of exciting new features

E³ 1.1: CREATING SCALABLE TECH VALUE TODAY



Volkswagen ID.3



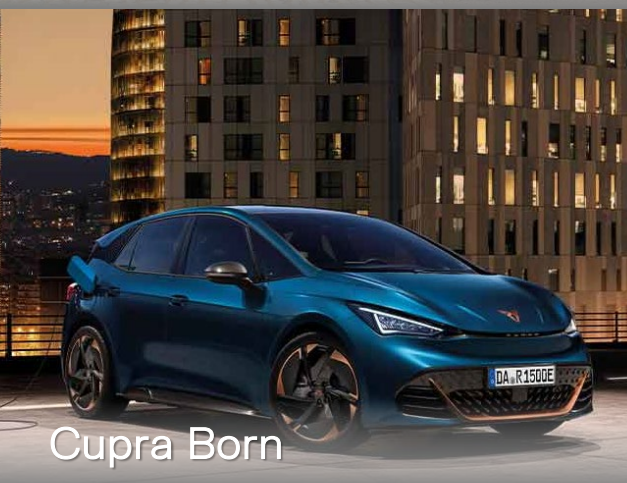
Volkswagen ID.4



Volkswagen ID.5



Volkswagen ID.Buzz



Cupra Born



Skoda Enyaq iV



Audi Q4 e-tron



Volkswagen ID.7

Volkswagen ID.3 Pro*: combined power consumption in kWh/100 km: 16.0-15.3 (WLTP); 2 Volkswagen ID.4 Pro Performance*: combined power consumption in kWh/100 km: 18.8-16.4 (WLTP); Volkswagen ID. Buzz Pro*: combined power consumption in kWh/100 km: 21.7 - 20.5 (WLTP); Volkswagen ID.7: Near-production concept car. The vehicle has not gone on sale yet; ID.5 Pro Performance: combined power consumption in kWh/100 km: 14.6 (NEDC); CUPRA Born*: combined power consumption kWh/100 km in 17.5-15.7 (WLTP); Audi Q4 e-tron*: combined power consumption kWh/100 km in 20.0-17.9 (WLTP); Skoda Enyaq iV*: combined power consumption kWh/100 km in 17.1-15.8 (WLTP); *Only consumption and emission values in accordance with WLTP and not in accordance with NEDC are available for these vehicle. Combined CO₂ emissions in g/km for all depicted vehicles: 0 (WLTP);

1

DELIVERY E³ 1.1 & E³ 1.2

DELIVERY PUSH FOR E³ 1.2

Ambitious architecture:
High performance
for premium functions

- First vehicles: **Audi Q6 e-tron** and **Electric Porsche Macan**
- **High performance** architecture with **highly competitive features**
- **Group Application Store** with YouTube, DAZN, etc.
- Comprehensive **OTA-update** capabilities

E³ 1.2: EMPOWERS GREAT CARS OF THE GROUP

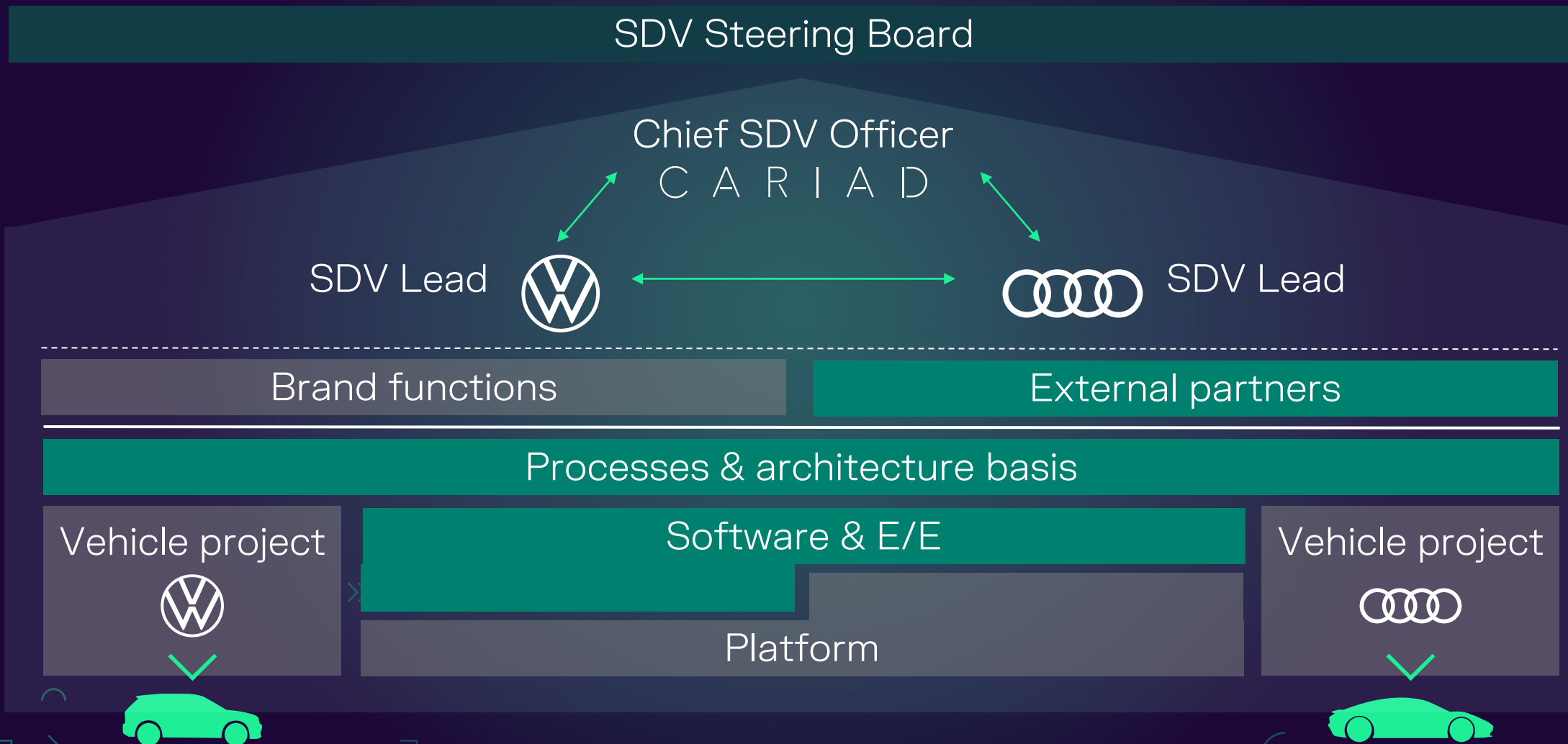


Audi Q6 e-tron



Electric Porsche Macan

E³ 2.0: NEW SOFTWARE-DEFINED VEHICLE APPROACH



PARTNERING TO ACCELERATE & ENHANCE DELIVERY

Europe & USA



ADAS



Apps



BOSCH

ADAS

Qualcomm

System-on-Chip

China



Horizon Robotics

ADAS



Connectivity & Infotainment

COMBINING STRENGTH: AUTOMATED DRIVING ALLIANCE

- Strong partnership with **Qualcomm** and **Bosch**
- Focus on **safety** as unique selling proposition
- **Scalable tech stack** across all brands, from volume to luxury

Single European initiative
to build a full ADAS/AD stack

SOFTWARE

will be a competitive advantage
for the Volkswagen Group



Scout



C A R I A D

Audi Brand Strategy

UBS German Electric Autonomous Car Trip | September 2023

Dr. Isabella Rinklin | Internationalization Management

Vehicle depicted is a concept car, which is not available as series production model.

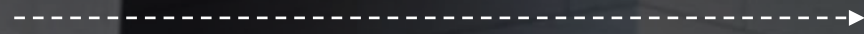
Transformation is in our DNA



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The Transformation #1

Local



Global





New communication strategy & platform



Concept car development



New Corporate Identity/Design



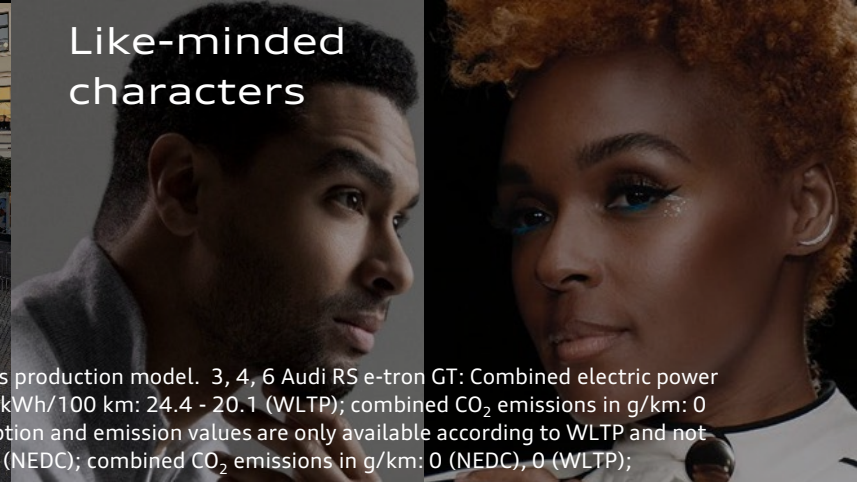
New brand shapers



New experiential formats



Holistic brand governance approach



1 Audi e-tron Sportback 2020: production of the model ended. 2 Audi grandsphere Concept: Vehicle depicted is a concept car, which is not available as series production model. 3, 4, 6 Audi RS e-tron GT: Combined electric power consumption in kWh/100 km: 22.1 - 19.8 (WLTP); combined CO₂ emissions in g/km: 0 (WLTP). 6 Audi Q8 e-tron: Combined electric power consumption in kWh/100 km: 24.4 - 20.1 (WLTP); combined CO₂ emissions in g/km: 0 (WLTP); Audi Q4 e-tron: Combined electric power consumption in kWh/100 km: 20.1 - 16.6 (WLTP); combined CO₂ emissions in g/km: 0 (WLTP); Consumption and emission values are only available according to WLTP and not according to NEDC for these vehicles. 5 Audi Q4 Sportback: Combined electric power consumption in kWh/100 km: 20.9 - 17.6 (WLTP); 17.9 - 16.4 (NEDC); combined CO₂ emissions in g/km: 0 (NEDC), 0 (WLTP);

The Transformation #1



+20%

**Brand value
increase since 2020**

(measured by independent Institute Interbrand)

Audi Q4 e-tron: CO₂-emissions combined: 0 g/km (WLTP); Power consumption combined: 20.1 - 16.6 kWh/100 km (WLTP)
Consumption and emissions figures only available according to WLTP not NEDC for this vehicle.

The Transformation #2

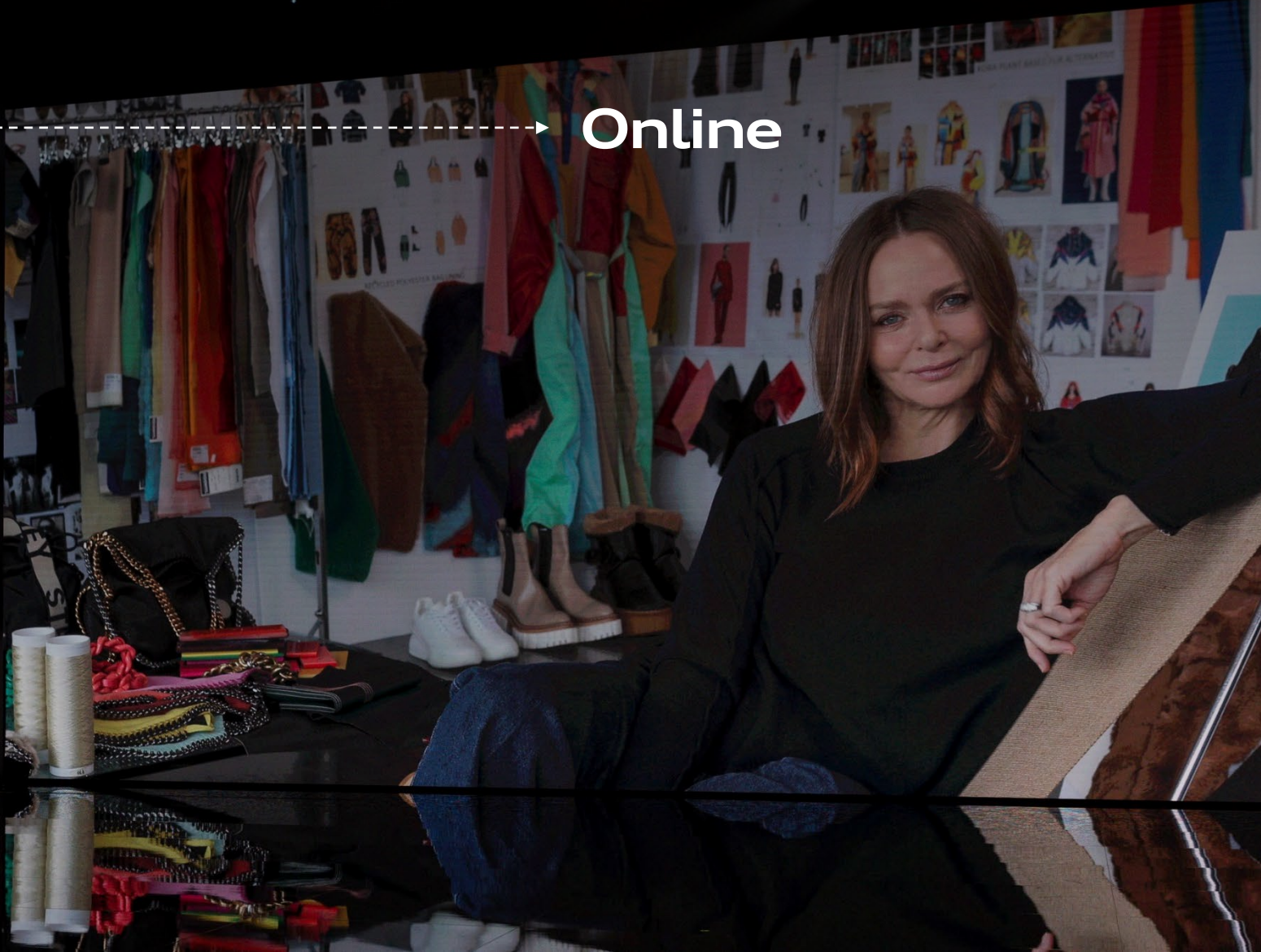
Offline

Stella McCartney

fashion designer

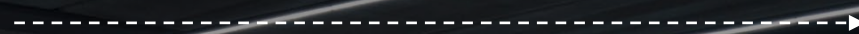


Online



The Transformation #3

ICE



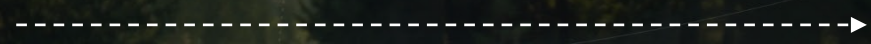
BEV



Audi RS e-tron GT: Combined electric power consumption in kWh/100 km: 22.1 - 19.8 (WLTP); combined CO₂ emissions in g/km: 0 (WLTP).
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The Transformation #4

Car



Smart
device

61
KM/H

Logan Peak — Trail
Elev

LOGAN PEAK

LOGAN VALLEY

POINTS OF INTEREST

With our concept cars we provide a distinct idea of how we see the future of high-class mobility

Audi
activesphere
concept



Experience
High-class
active lifestyle

Audi
urbansphere
concept



Experience
Meaningful
connections

Audi
skysphere
concept



Experience
Freedom in
motion

Audi
grandsphere
concept



Experience
High-class
future

Vehicles depicted are concept cars, which are not available as series production models.

Ecosystem

**We are going to build up
a customer-centric holistic
Audi Ecosystem.**

Business power of a strong brand



Interbrand study shows, 45% of the purchase decision for an Audi is based on brand image

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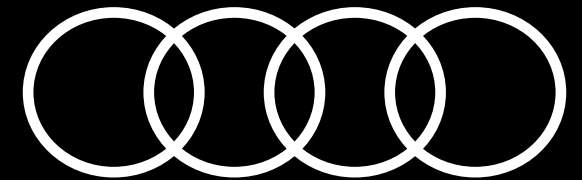
Thank you.



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Audi Q6 e-tron



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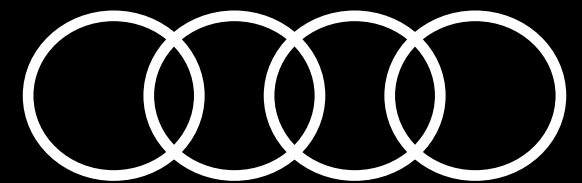
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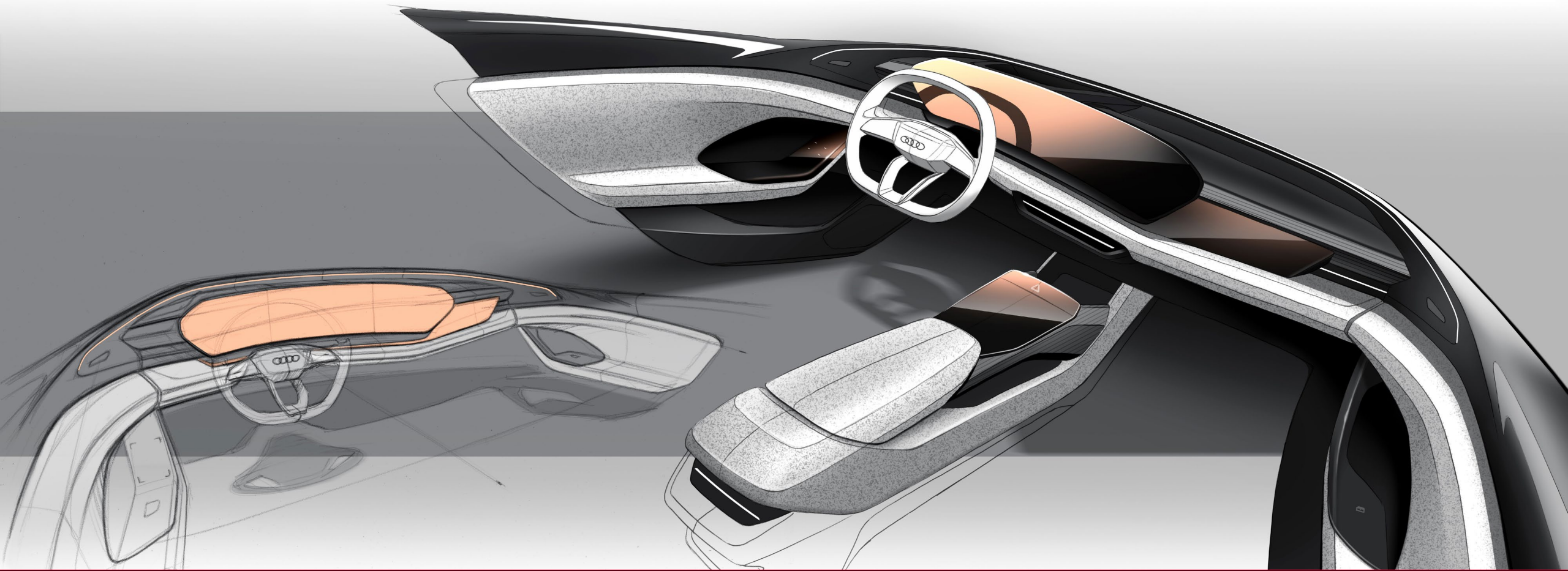


Audi Q6 e-tron

DESIGN INTERIOR

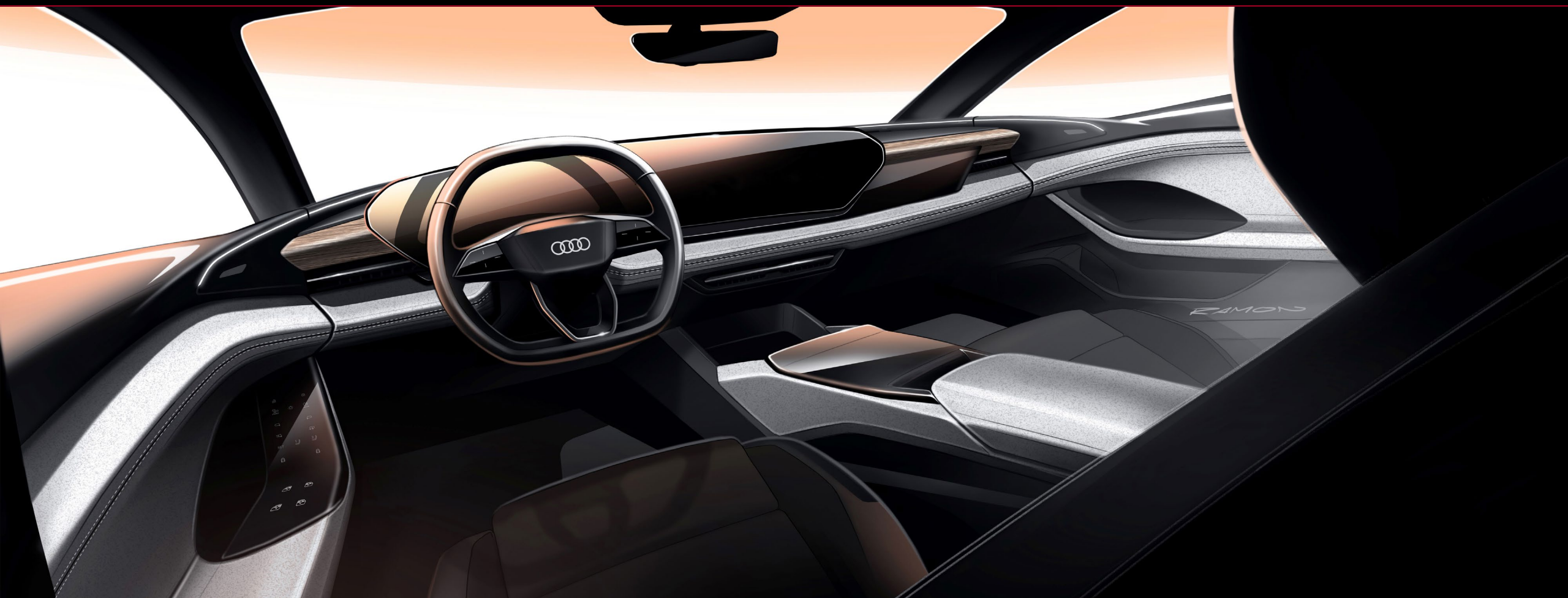


ULRICH BEIERLEIN | Head of Interior Design Architecture Audi



FIRST SKETCHES

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HUMAN CENTRIC

Vehicle depicted is a concept car, which is not available as series production model.



STEFAN VOLLMER | AUDI DESIGN

VISUAL CLARITY

Vehicle depicted is a concept car, which is not available as series production model.



LENA

DESIGN SEATS - BASIS / SPORT / SPORT PLUS

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FOR FURTHER INFORMATION PLEASE VISIT THE AUDI MEDIACENTER [↗](#)

DAT Notice

The indicated consumption and emissions values were determined according to the legally specified measuring methods. Since September 1, 2017, type approval for certain new vehicles has been performed in accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Since September 1, 2018, the WLTP has gradually replaced the New European Driving Cycle (NEDC). Due to the more realistic test conditions, the consumption and CO₂ emission values measured are in many cases higher than the values measured according to the NEDC. Additional information about the differences between WLTP and NEDC is available at www.audi.de/wltp.

At the moment, it is still mandatory to communicate the NEDC values. In the case of new vehicles for which type approval was performed using WLTP, the NEDC values are derived from the WLTP values. WLTP values can be provided voluntarily until their use becomes mandatory. If NEDC values are indicated as a range, they do not refer to one, specific vehicle and are not an integral element of the offer. They are provided only for the purpose of comparison between the various vehicle types. Additional equipment and accessories (attachment parts, tire size, etc.) can change relevant vehicle parameters, such as weight, rolling resistance and aerodynamics and, like weather and traffic conditions as well as individual driving style, influence a vehicle's electric power consumption, CO₂ emissions and performance figures.

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the "Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models," which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany or at www.dat.de.



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