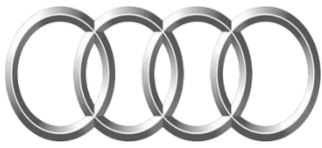


Audi company





THE HISTORY OF THE COMPANY

- 1909-German engineer August Horch founded the company in Cologne on the 14-th of November of that year. It was called Audi Automobilwerke back then
- 1932-The company merged with Horch, DKW and Wanderer. The Audi symbol is four ceiling rings that reflect the four manufacturers of Auto Union
- 1980-A revolution for Audi. The company releases an all-wheel-drive (quattro) sports, The Audi Quattro. It was faster than Ferrari, Porsche and Lamborghini at the time
- 1985 – The Company was renamed to Audi AG and moved company headquarters to Ingolstadt
- 2015 – Audi sees fifth consecutive year of increasing deliveries. Sales increase by 10.5% from 2013

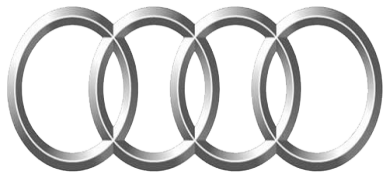
Mission

**“Vorsprung durch
Technik”-Innovation through
technologies**



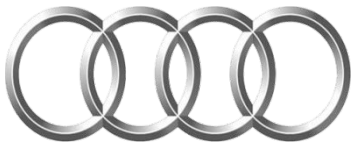
Vision





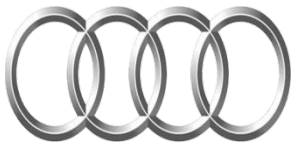
The description of the company

Parent Company	Audi (Volkswagen Group)
Category	Super mini, SUV, Sedan, Sports Car
Sector	Automobiles
Tagline/ Slogan	Advancement through technology;
USP	Wide range of luxurious and comfortable cars delivering excellent engine performance

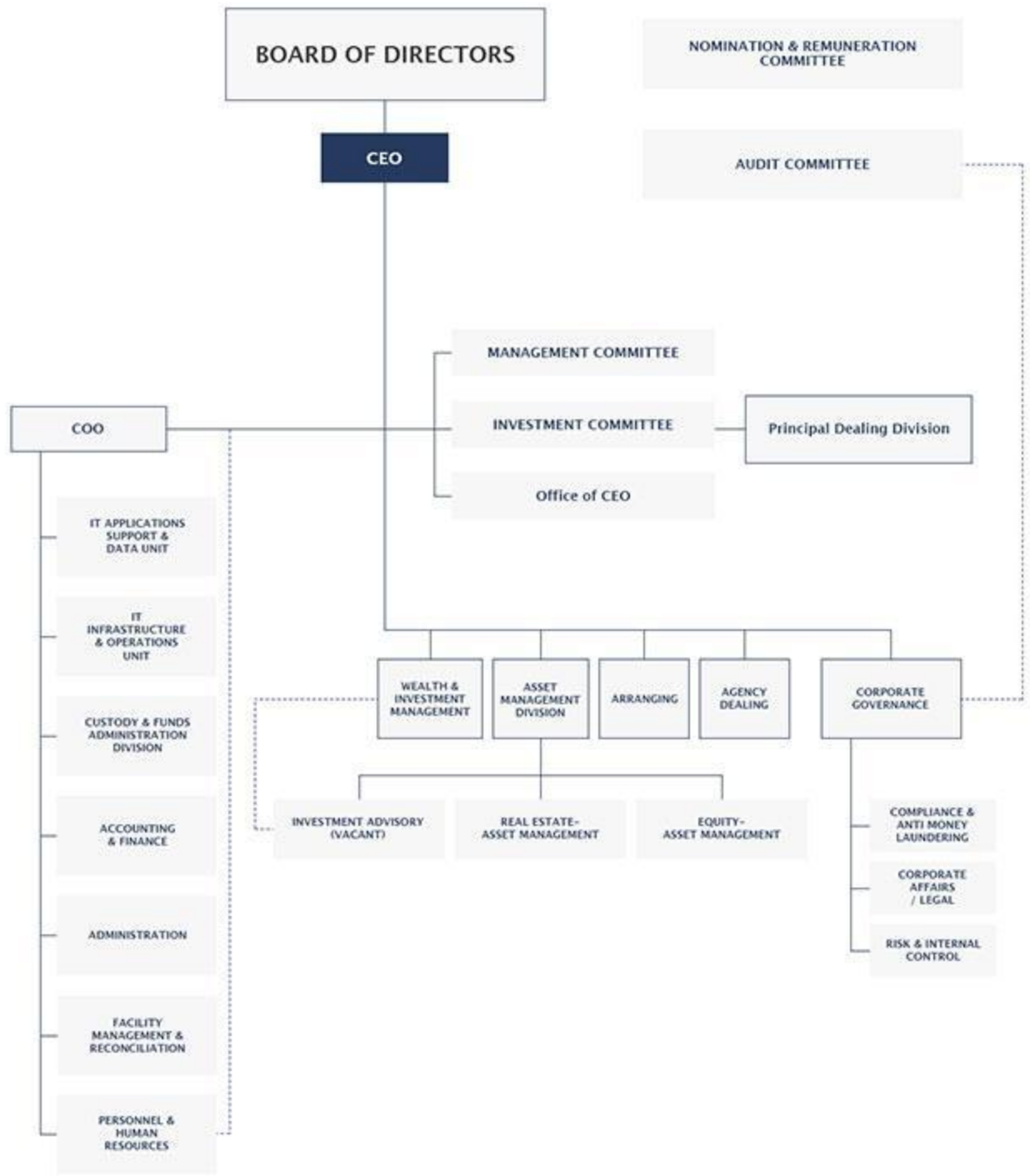


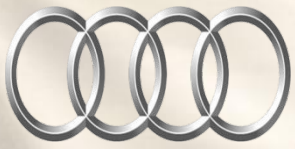
Audi STP

Segment	Affluent customers seeking luxury, comfort and excellent driving experience
Target Group	Targeted towards professionals and executives as well as rich families
Positioning	Audi is positioned as a company which continuously progresses by using innovative technology and provides superior luxury and better driving experience



Structure





PRODUCT PORTFOLIO



Brands

1. Audi A1

3. Audi A4

5. Audi A6

7. Audi A8

9. Audi Q5

11. Audi R8

2. Audi A3

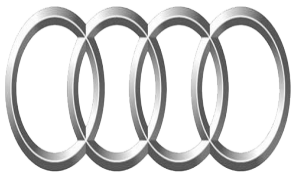
4. Audi A5

6. Audi A7

8. Audi Q3

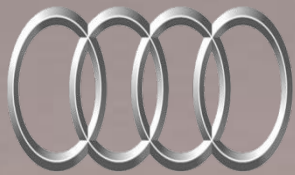
10. Audi Q7

12. Audi TT



SWOT Analysis

- Available in both petrol and diesel variants with a huge product portfolio
- Wide range of cars to choose from starting from Hatchback to Luxury SUVs
- Cars are equipped with superior features like parking sensors, LED illuminated interiors, Air bags, traction control and much more
- Elegant styling of both interiors & exteriors make its a standout car brand
- Latest technology like Quattro and FSI provide refined and efficient engine performance
- Well established brand which helps in the brand recall
- Has over 80,000 employees worldwide
- The brand has been involved in motorsport and sponsorship of many sporting and premium events



Financial reports

Financial reports as of 2016:

Audi cars sold: 1 867 738

Revenue: 59 317 (*Euro million*)

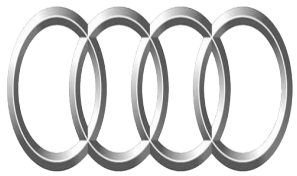
Profit after tax: 2 066 (*Euro million*)

Operating profit: 3 052 (*Euro million*)

Cash flow from operating activities: 7 517 (*Euro million*)

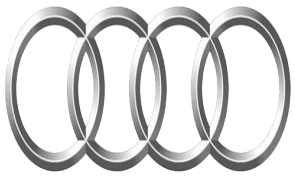
Net cash flow: 2 094 (*Euro million*)





The problems of the company

1. High maintenance & handling cost of Audi cars compared to a few competitors. Cars are expensive
2. Increasing fuel costs can reduce sale of Audi cars
3. Product innovations and engineering by competitors
4. Limitations due to government policies in entering foreign markets. The company needs to build a good relationship with its foreign customers



Possible opportunities and solutions

- 1. Expansion of product portfolio by entering into low cost cars can be thought of by Audi
- 2. Increasing manufacturing capability to meet increasing demand generated through advertising
- 3. Considering changing some machine components to low-cost ones like rims on Audi models
- 4. Applying environmentally friendly technologies as a long-term perspective

Thank you for your attention!