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Car sales annual report 2018

Menu Menu Audi continued to drive its major model and technology initiative in a difficult market environment. It presented the e-tron premium SUV, the brand’s first fully electric series-produced model. “Vorsprung” is an active brand promise that is delivered throughout the world, making Audi one of the most highly desired brands in the premium segment. In 2018, the brand had around 20 market launches, thus continuing the renewal of its model range and further strengthening its product portfolio. Audi presented the new A6, the eighth generation of its successful premium saloon. The A6 features dynamic surfaces, sharp contours and striking lines, conveying sporty elegance, cutting-edge technology and sophistication. Audi also presented the new face of its Q family for the first time: the Audi Q8. This combines the elegance of a four-door luxury coupé with the practical versatility of a large SUV. Its distinguished design is underlined by an imposing octagon-shaped, single-frame radiator grille, an elegant sloping roof line and up to 22-inch wheels. Audi started its electrification offensive in September 2018 with the world premiere of the e-tron. The SUV is the first all-electric production model from the brand with the four rings. Its comfort and spaciousness are equivalent to a traditional premium model. At fast-charging stations, the e-tron is ready for a long-distance drive after 30 minutes. A large number of pre-orders for the e-tron had already been received by the end of the year. By 2025, Audi plans to offer at least 20 electric models. In the past fiscal year, Audi faced challenges from a difficult market environment and the new WLTP test procedure. The brand delivered a total of 1.8 million vehicles, a decline of 3.4%. While unit sales in Western Europe were down 13.9%, there were increases especially in China (+10.9%). Audi sold 1.5 (1.5) million vehicles in 2018. Unit sales by the Chinese joint venture FAW-Volkswagen amounted to a further 620 (552) thousand Audi vehicles. The Q2, Q5, A4, A7 and A8 models were especially popular. Unit sales at Automobili Lamborghini S.p.A. amounted to 6,333 (3,897) vehicles. The increase was mainly due to high demand for the Urus. Globally, Audi produced 1.9 (1.9) million units in the reporting year. Lamborghini manufactured a total of 6,571 (4,056) vehicles in 2018. SALES REVENUE AND EARNINGS Sales revenue of the Audi brand was €59.2 (59.8) billion in fiscal year 2018. Operating profit before special items was 7.0% lower, at €4.7 billion. Mix improvements, positive exchange rate effects and product cost optimization were unable to compensate for lower vehicle sales and higher sales costs, both of which primarily reflect the impact of the WLTP, as well as higher depreciation and amortization charges due to the large volume of capital expenditure. Audi generated an operating return on sales before special items of 7.9 (8.5)%. Special items resulting from the diesel issue amounted to €–1.2 (–0.4) billion. The financial key performance indicators for the Lamborghini and Ducati brands are included in the financial figures for the Audi brand. Vehicles delivered in 2018 (XLS:) Download PRODUCTION Units 2018 2017 Audi A4 344,623 325,307 A3 304,903 313,380 Q5 298,645 289,959 A6 254,705 259,618 Q3 167,707 205,006 A5 111,544 119,595 Q7 110,593 106,515 Q2 108,386 102,084 A1 80,387 95,346 A8 24,541 15,854 Q8 22,414 364 A7 20,058 16,968 TT 12,118 22,174 e-tron 2,425 4 R8 1,764 3,179 1,864,813 1,875,353 Lamborghini Urus 2,565 121 Huracán Coupé 1,669 1,822 Huracán Spyder 1,121 827 Aventador Roadster 638 278 Aventador Coupé 578 1,008 6,571 4,056 Audi brand 1,871,384 1,879,409 Ducati, motorcycles 53,320 56,743 (XLS:) Download AUDI BRAND 2018 20171 % Deliveries (thousand units) 1,818 1,882 –3.4 Audi 1,812 1,878 –3.5 Lamborghini 6 4 +50.7 Vehicle sales 1,467 1,530 –4.1 Production 1,871 1,879 –0.4 Sales revenue (€ million) 59,248 59,789 –0.9 Operating result before special items 4,705 5,058 –7.0 Operating return on sales (%) 7.9 8.5 DELIVERIES BY MARKET in percent Car Production Models: S60, S60 Cross Country, V60, V60 Cross Country, V40, V40 Cross Country, XC40 Interim & Full Year Reports 2021 2020 2019 2018 2017 2016 2015 2014 2013 2012 2011 2010 2009

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