Strategy for electrification and carbon neutrality at Audi

Philipp Noack
President and CEO, Audi Japan KK

Tokyo | 3rd February 2021
Founded in 1899

Sales units (2020):
1.69 million cars

Employees (2020):
87,000
Our mission: Consistently

WHAT:

Consistently customer
We want Audi to become the company with the most satisfied customers.

Consistently electric
We will move to the forefront of electric mobility.

Consistently connected
We are creating an open digital ecosystem.

Consistently sustainable
We conduct our business responsibly, transparently and with integrity. We act in harmony with ecology and economy and with a clear long-term perspective.

HOW:

Consistently team
“We” instead of “me” – the Audi spirit with agile entrepreneurship

Consistently focused
We focus maximum resources on our key projects.

Consistently synergetic
We’re striking up smart partnerships inside and outside our Group.

Consistently profitable
We want to operate sustainably and profitably in every respect.
“Consistently Sustainable”
Our responsibility for climate protection

Volkswagen Group alone is responsible for 1% of the worldwide CO₂ emissions.
By 2025 we aim to reduce CO$_2$ emissions by $\sim$30%
Aluminum Closed Loop

Bauxite mining

Manufacture of alumina

Manufacture of primary aluminum

Suppliers

ALUCOIL

Audi Press Shop

Scrap
“Mission: Zero”
Three pillars to make production site carbon neutral

➢ Use of green energy and installation of photovoltaic system (reduce)
➢ Thermal management system using natural energy (convert)
➢ Carbon offset scheme for unavoidable cases (compensate)
CO2 neutral factory (Gyor, Hungary)
CCS (Carbon Capture and Storage)
Audi e-tron Sportback
Over 74k customers have chosen an Audi e-tron. Regional success highly influenced by market specific attractiveness of BEVs — Norway leads the way.

Deliveries to customers

Audi e-tron family in k units

>74k e-tron deliveries 2018-2020
Audi e-tron Sportback
Balanced portfolio is key – “best in class” for both BEV and ICE

- NEV share: \(~1/3\)
- 2025 mix by powertrain:
  - ICE
  - BEV
  - PHEV

1) NEV share should be calculated based on the total vehicles sold in 2025.
Audi e-tron GT concept
Q4 Sportback e-tron concept
The price gap between ICE and BEV

- Tightening CO₂ / emissions regulations (e.g. EU7)
- Tax disadvantages
- Increasing economies of scale
- Lower factory costs thanks to multi-brand factories
- Battery cost savings
- Lower R&D due to shared platform and group synergies

Price gap to close within 2-3 years
Charging infrastructure in Europe and the USA
Charging infrastructure in Japan
Renewable energy to charge EV (Europe)
Renewable energy partner in Japan (Shizen Energy)
Comparison of CO2 emission (EV vs. ICE, also depends on electricity mix)
Audi’s vision: Shaping the Future of Sustainable Mobility

未来は 考え方ひとつ。

#FutureIsAnAttitude
Thank you