

Strategy for electrification and carbon neutrality at Audi

Philipp Noack
President and CEO, Audi Japan KK

Tokyo | 3rd February 2021

COP21/CMP11

Accords Climatiques 2015

Paris, France



AUDI AG (Ingolstadt, Germany)

➤ 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

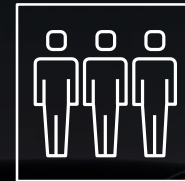
We are creating an open digital ecosystem.



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:



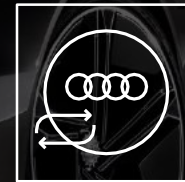
Consistently team

“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.

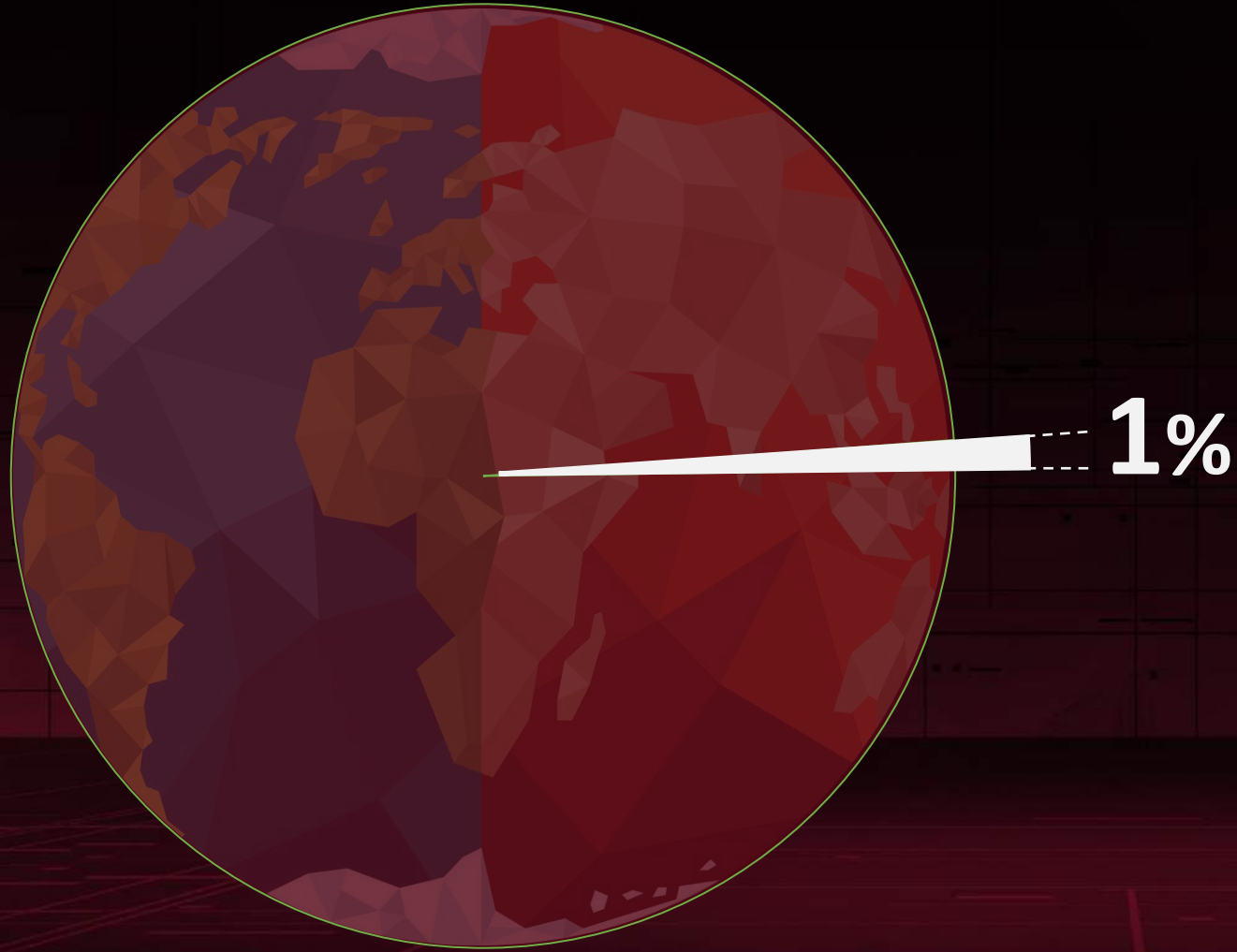


Consistently profitable

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**



COP21 • CMP11
PARIS 2015
UN CLIMATE CHANGE CONFERENCE



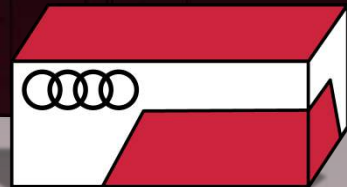
By 2025
we aim to reduce CO₂ emissions
by ~30%



Resources



Suppliers



Production



Vehicle use



Recycling

Responsibility pillars in the supply chain



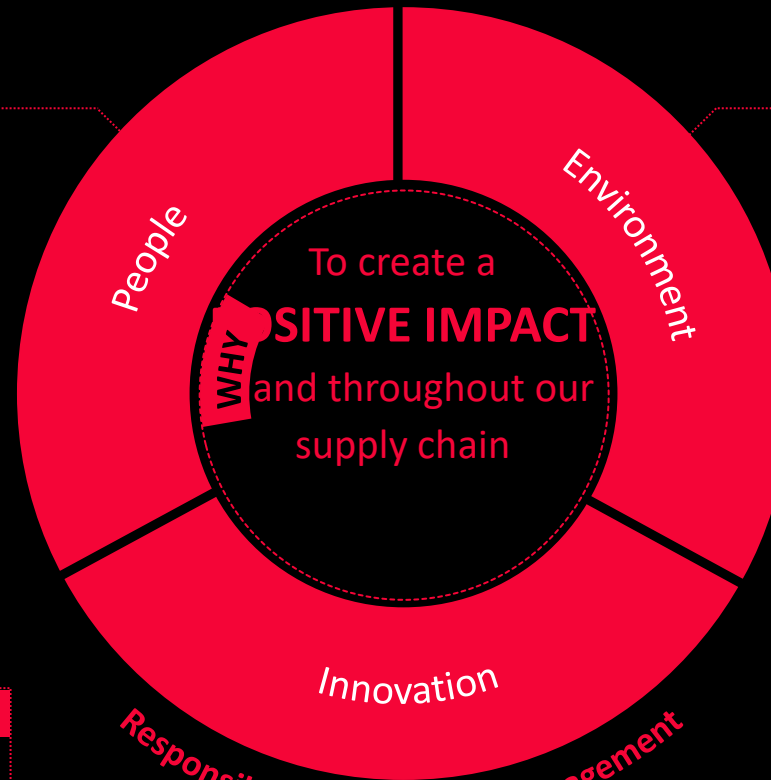
WHAT

- › Human Rights due diligence
- › Responsible sourcing of raw materials
- › Diversity in the supply chain



WHAT

- › Audi CO₂ programme
- › Recycling concepts
- › Secondary material usage
- › Green energy
- › Sustainable water management
- › Battery supply chain



HOW

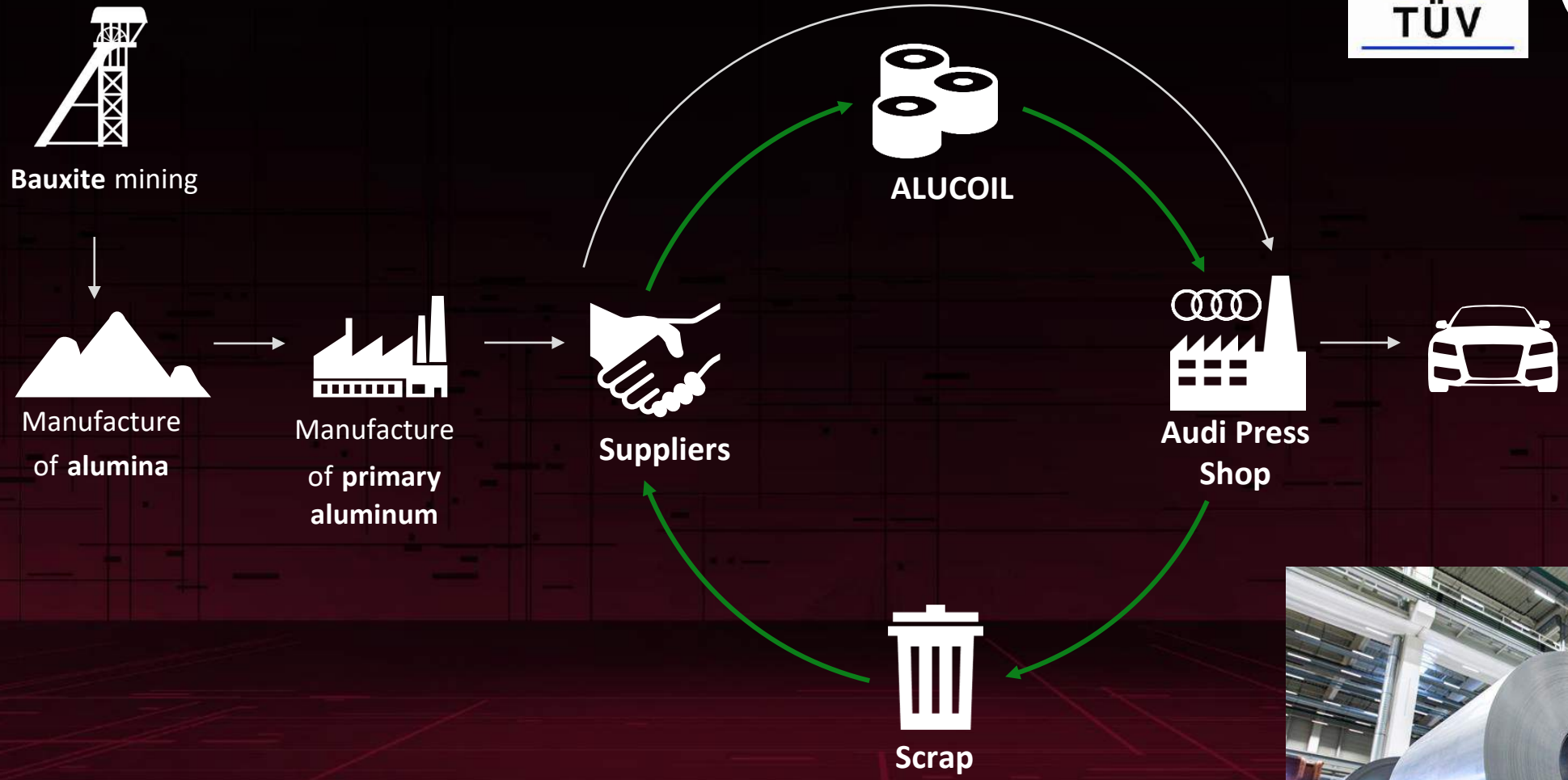
- › Sustainable supply chain strategy
- › Governance, standards, guidelines
- › Sustainability rating for suppliers: PEOPLE | ENVIRONMENT | INTEGRITY
- › Training & continuous development
- › Engagement in external initiatives
- › Transparent communication



WHAT

- › Pilot projects
- › New forms of cooperation
- › SustainabilityAward4Suppliers
- › Audi Act4Impact
- › Leverage technologies for transparency

Aluminum Closed Loop



“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)



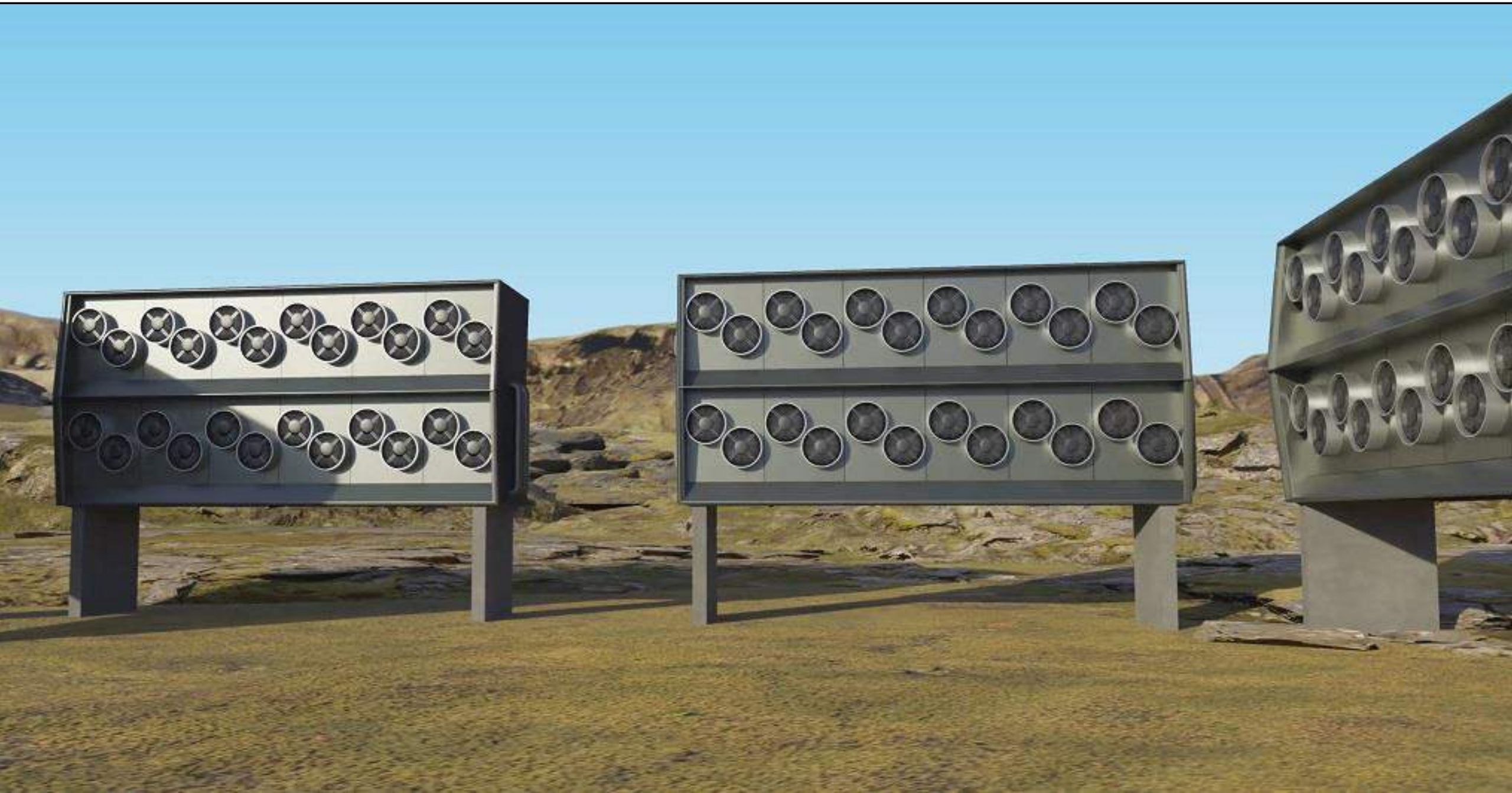
CO2 neutral factory (Gyor, Hungary)



Reducing CO2 from logistics



CCS (Carbon Capture and Storage)



Audi e-tron Sportback



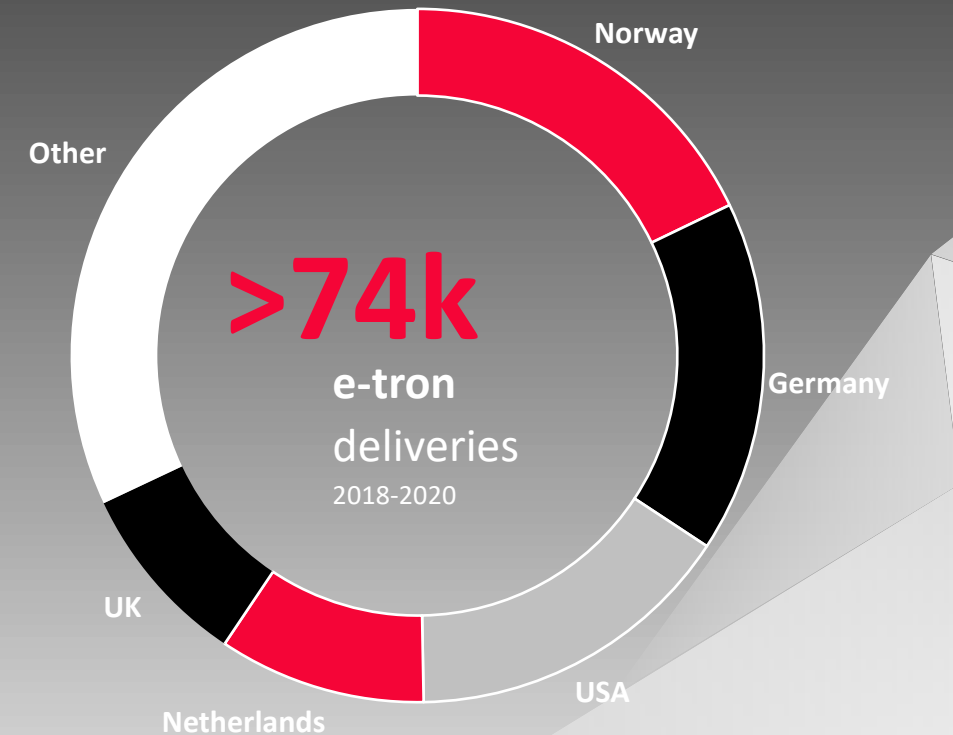
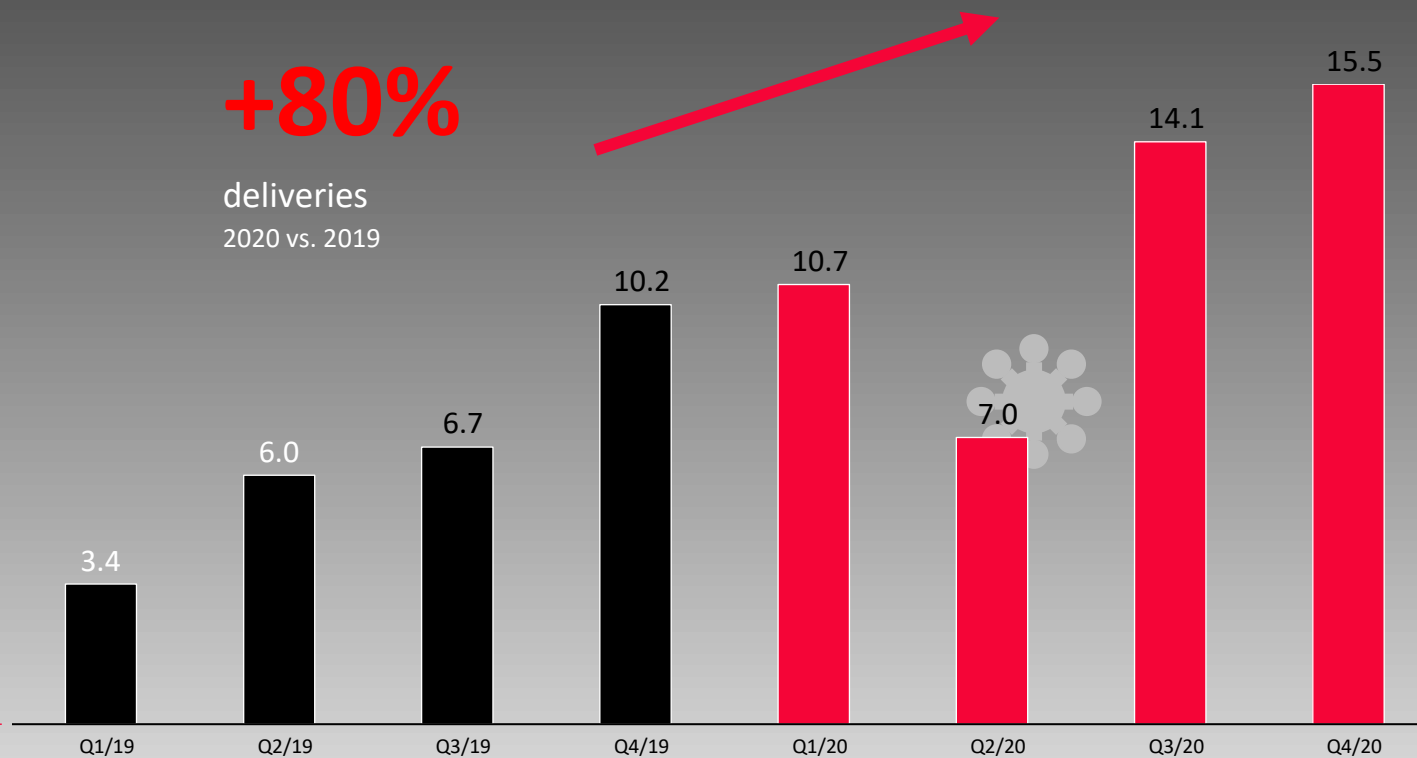
Sales status of Audi e-tron

AUDI AG | /FU-23 January 21, 2020

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



Audi e-tron Sportback



2020-2021日本カー・オブ・ザ・イヤー
テクノロジー・カー・オブ・ザ・イヤー受賞

日本カー・オブ・ザ・イヤー実行委員会主催

2025

mix by
powertrain¹⁾



ICE

NEV share¹⁾
~1/3



BEV



PHEV

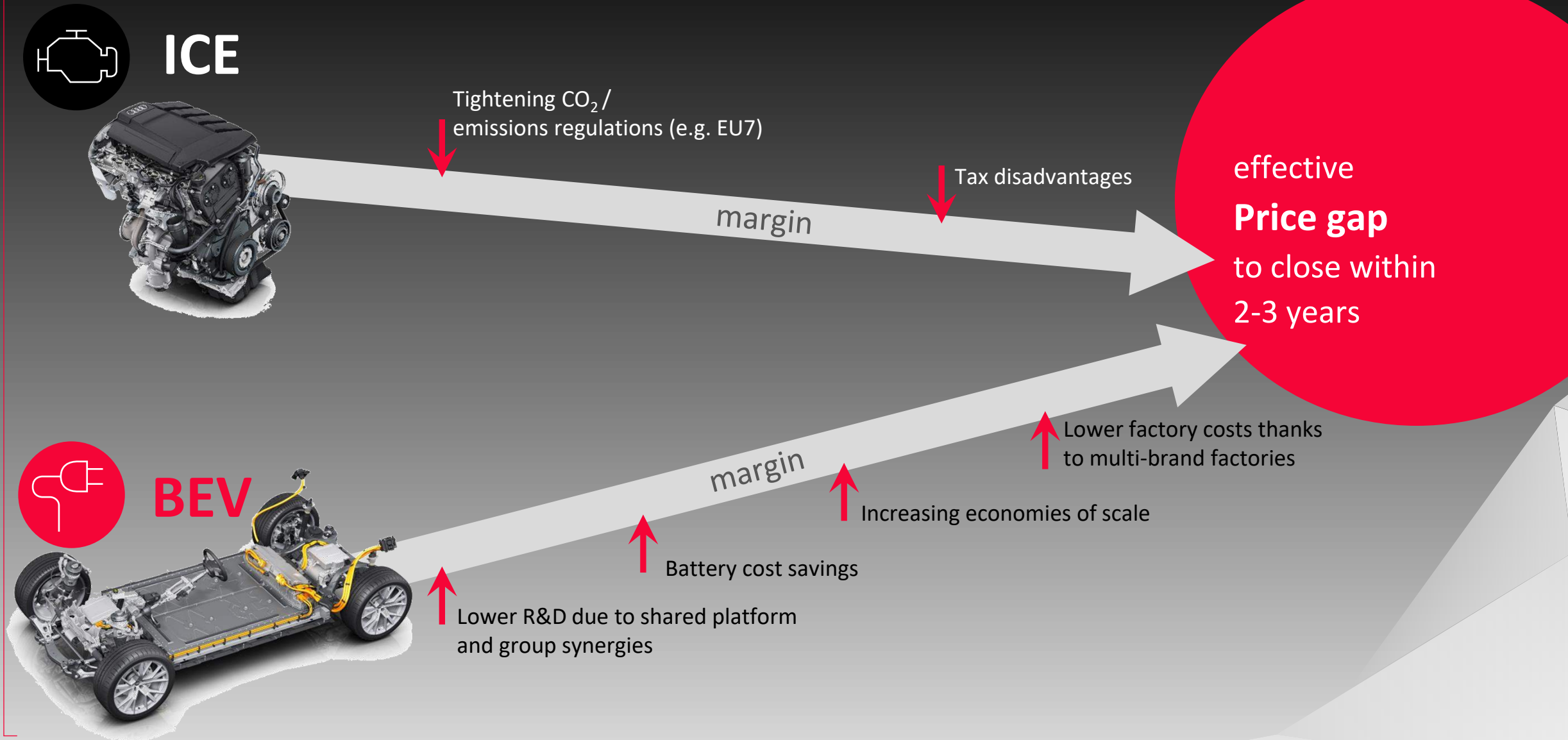
Audi e-tron GT concept



Q4 Sportback e-tron concept



The price gap between ICE and BEV



Charging infrastructure in Europe and the USA



Charging infrastructure in Japan



Volkswagen Naturstrom®

You want 100% sustainable electricity for your home and vehicle.
We have good news.

Reduce your personal carbon footprint with electricity based on renewable energy sources.

[Highlights](#)

[Easily switch providers](#)

[Certified](#)

[Carbon footprint](#)

[Tariff](#)

[Advice and service](#)

[FAQ](#)

[Find your tariff](#)

Rethinking green energy.



100% natural electricity

Get electricity from 100% renewable sources for your home and vehicle. It's fast, affordable and sustainable. And regularly certified by TÜV Nord.



Improve your eco footprint

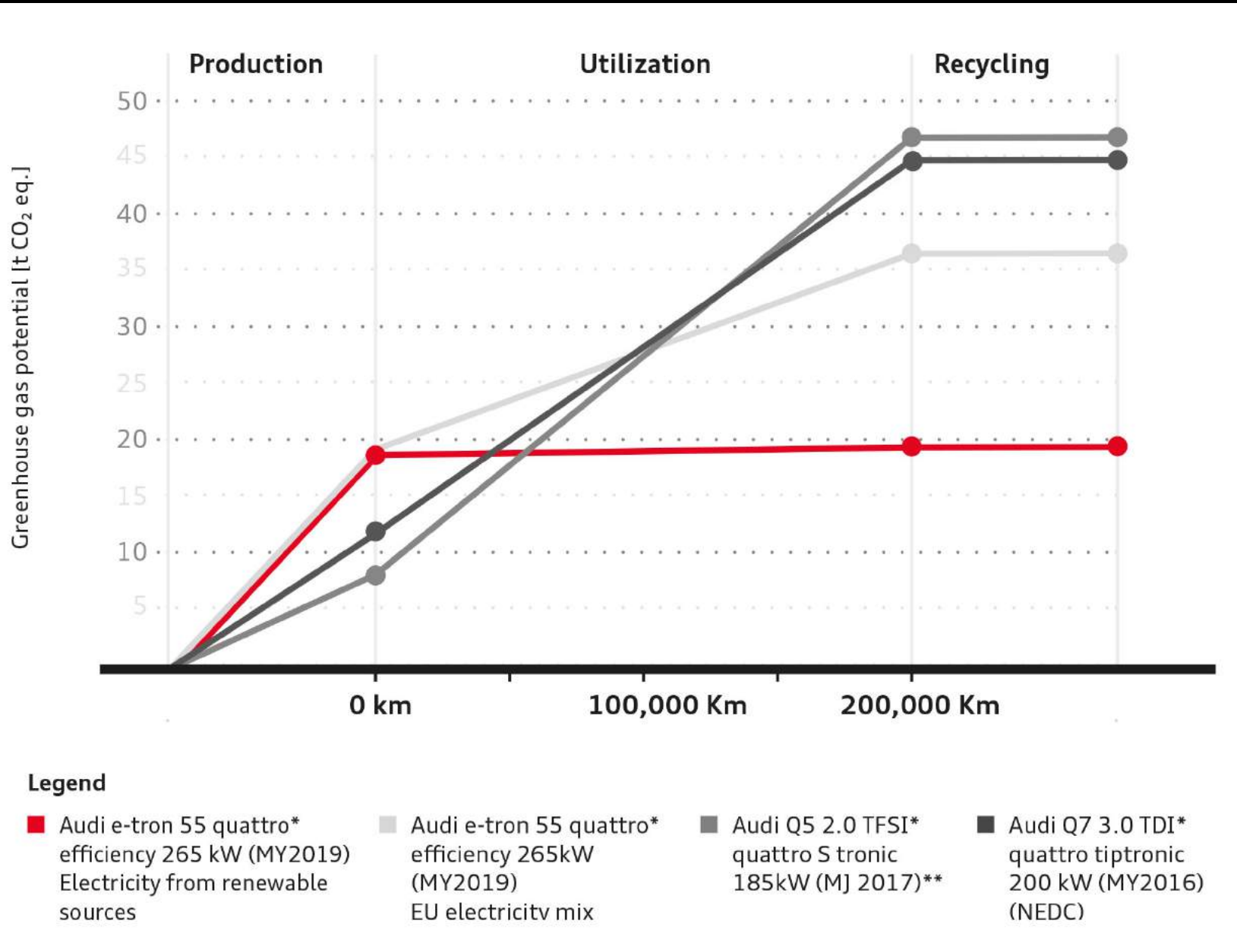
With Volkswagen Naturstrom®, you can reduce the carbon footprint of your electrical appliances and vehicles – also during their service life.

Renewable energy partner in Japan (Shizen Energy)

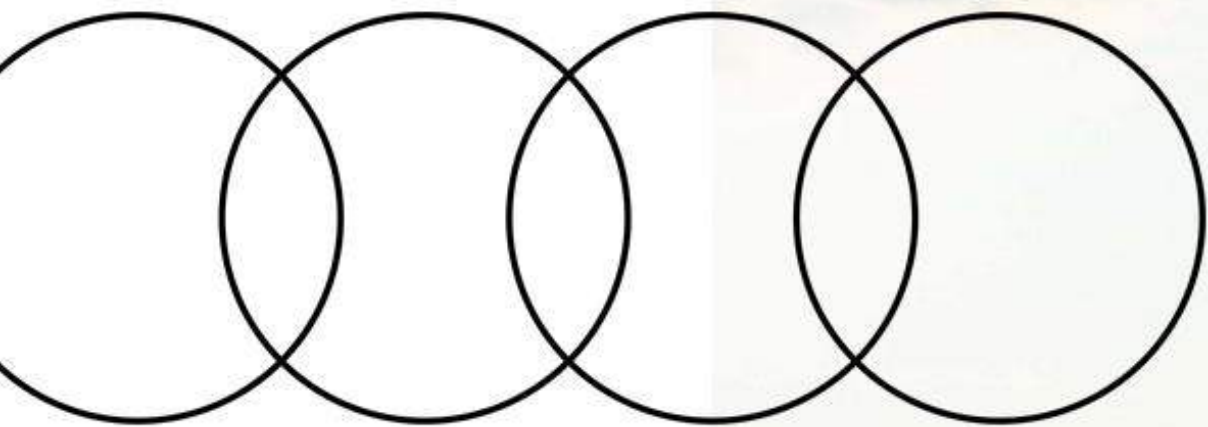
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Comparison of CO2 emission (EV vs. ICE, also depends on electricity mix)



Audi's vision: Shaping the Future of Sustainable Mobility



未来は 考え方ひとつ。

#FutureIsAnAttitude



Audi House of Progress Tokyo



Thank you