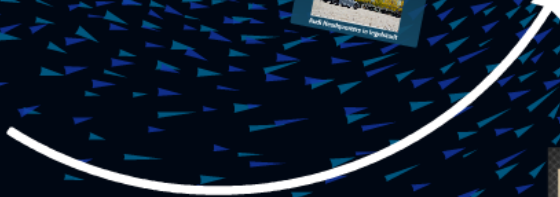




Competitor Analysis

Brand	Model	Price	Features	Performance
Audi	A8	€100,000	4.0 TFSI, 2.8 TFSI	200 km/h
BMW	7 Series	€100,000	4.0 TFSI, 2.8 TFSI	200 km/h
Mercedes-Benz	S-Class	€100,000	4.0 TFSI, 2.8 TFSI	200 km/h
Volvo	S90	€100,000	4.0 TFSI, 2.8 TFSI	200 km/h

Summary



Marketing of Audi in India Harvard Case Solution

& Analysis

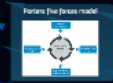


Audi



Vorsprung Durch Technik

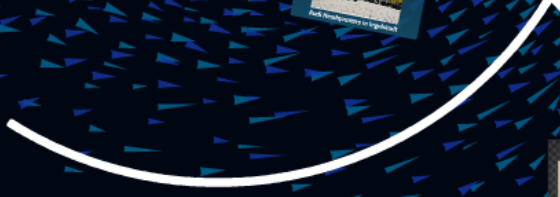
TheCaseSolutions.com



Competitor Analysis

Year	2014	2015	2016	2017	2018
Revenue	1,100	1,200	1,300	1,400	1,500
Profit	200	250	300	350	400
Market Share	15%	18%	20%	22%	25%
Customer Satisfaction	4.5	4.6	4.7	4.8	4.9

Summary



Overview

Incorporation - Chemnitz, Germany (29 June 1932; 83 years ago)

11 production facilities in 9 countries

Rupert Stadler, Chairman of the Board of Management

68,804 (2012)

€4.353 billion (2012)

-
Audi Brussels
Audi Hungaria Motor Kft.
Ducati
Italdesign Giugiaro
Lamborghini
quattro GmbH



Audi Headquarters in Ingolstadt

Vision



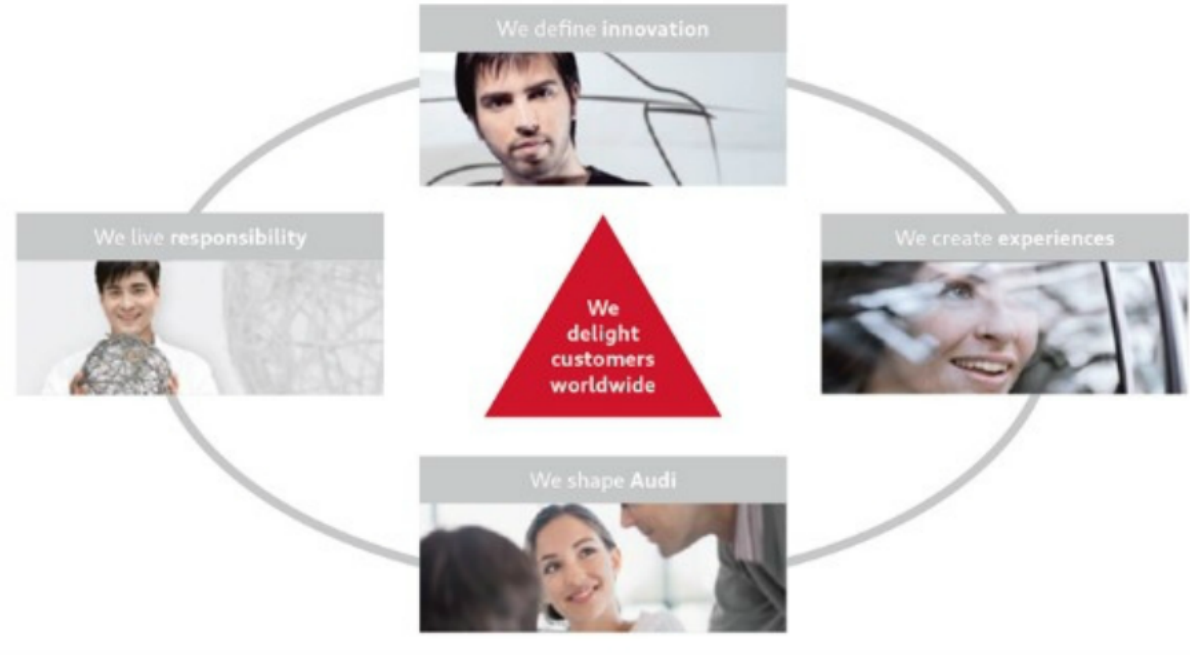
"Our overriding strategic goal is to develop Audi into the world's leading brand in the premium automobile segment"

Vision



Audi - the premium brand

Mission



Goals

Superior financial strength

Continuous growth

Top image position
and customer mix

Leaders in innovation

Attractive employer
worldwide

Sustainability of products and processes

News

Audi gears up for fresh investment in India



Times of India - 3 Sept 2015