

## **Road to E-Mobility The AUDI AG strategy**

**EV Summit, Oslo, 2018-02-01**

**Dr. Stefan Niemand**  
Head of Electrification, AUDI AG



„Zero emissions are a  
vision and an incentive  
for the AUDI AG!“



# Audi e-tron quattro concept

## First Audi long-range BEV to hit the markets in 2018

320 kW  
(370 kW with Boost)

0-100 km/h in 4,6 sec.

>500 km NEFZ Range

95 kWh HV Battery

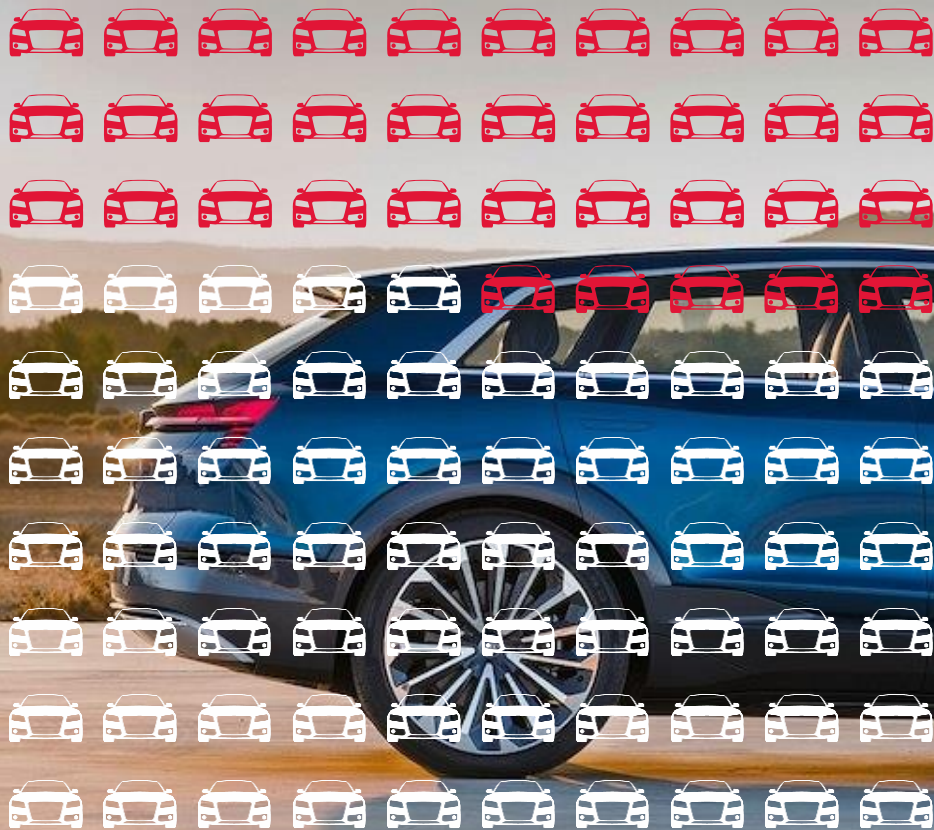
210 km/h



## The second step: electrification goal of the AUDI AG

# 35%

BEV-Mix in 2025  
(world)





**Electrification**

**It's much more than  
just the vehicle!**



**Electric Mobility ONLY works as a SYSTEM**

# Private charging at home and public fast charging for long distances are enabler for BEV's suitability as primary vehicle

## Home Charging

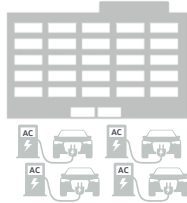


Charging at home

Used >85%

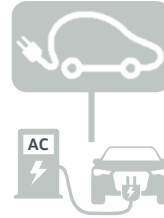
**Must have**

## Semi-public Charging



Charging at work

## Public Charging

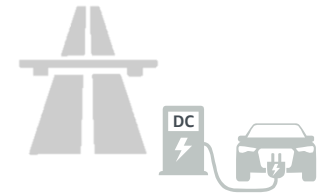


Charging at public areas

Used < 5%

**Nice to have**

## Fast Charging



Charging along highways

Used ~ 10%

**Must have**



**Critical factor for purchase decisions**



**LONG RANGE capability is a buy or no-buy criteria!**



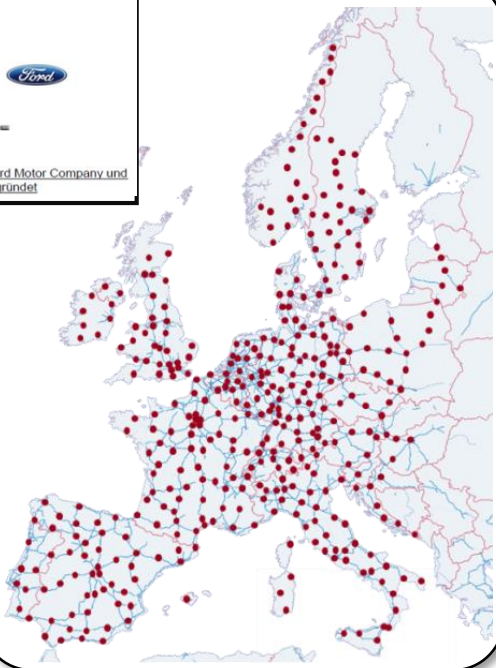
# Coverage HPC in USA through Electrify America and in Europe through Multi-OEM Joint Venture IONITY (plus other operators)

## IONITY



Joint Venture aus BMW Group, Daimler AG, Ford Motor Company und Volkswagen Konzern mit Audi und Porsche gegründet

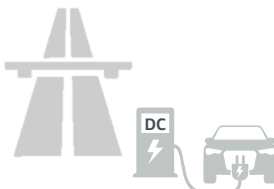
### Europe



- 400 sites until end of 2019 planned
- Roughly 6 charge points per site

≥ 150 up to 350 kW  
Charging Power!

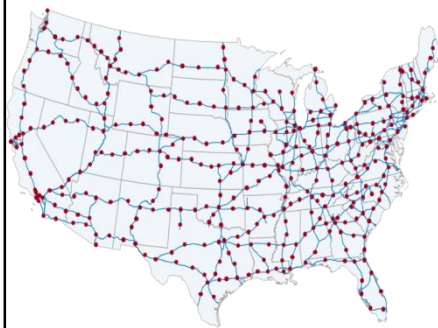
### HPC-Charging



### USA



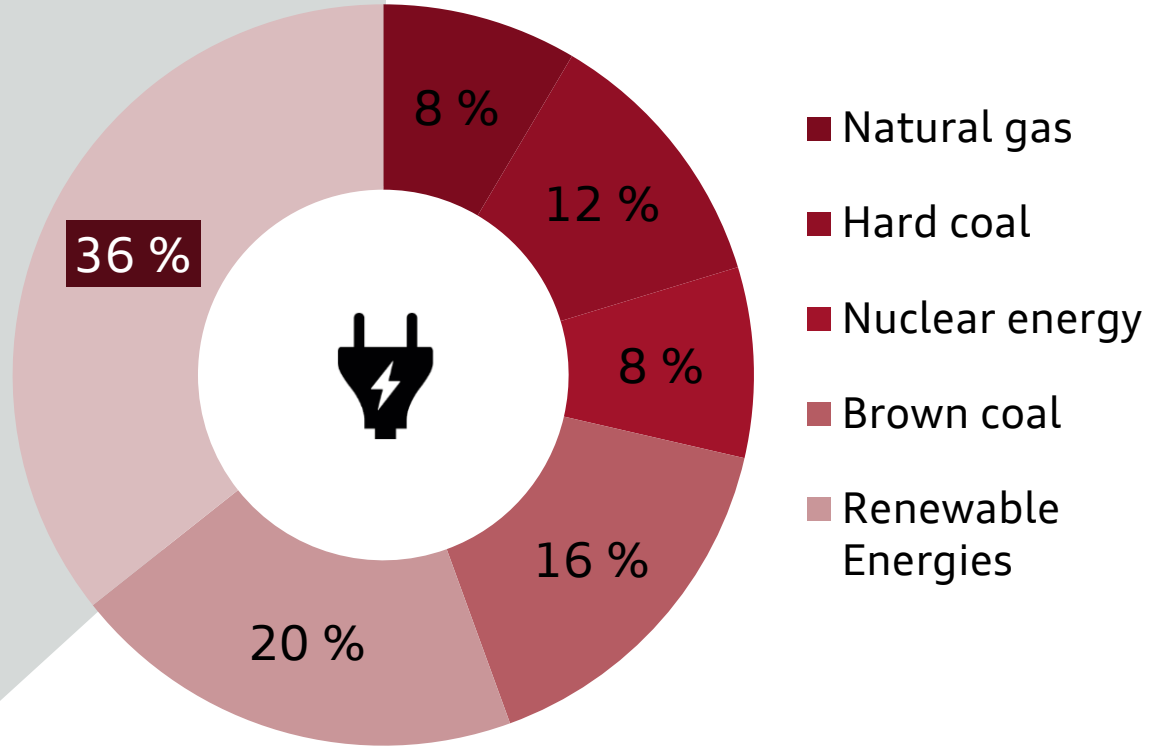
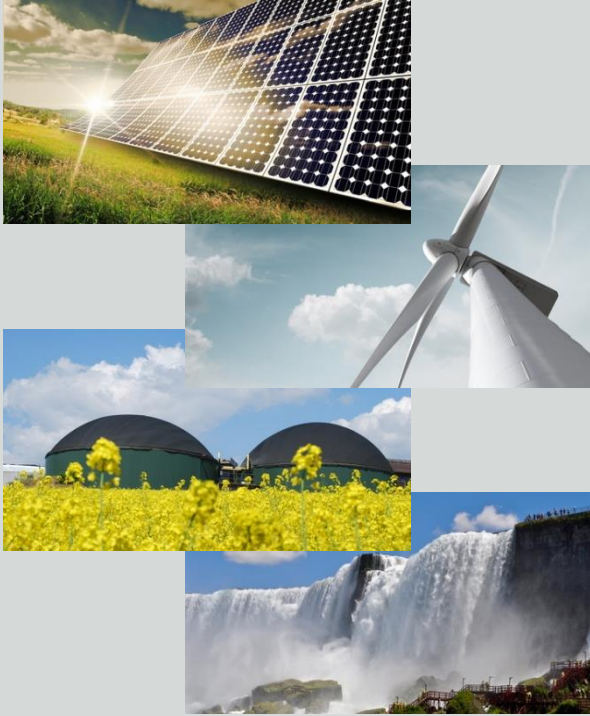
Electrify America will be a catalyst for promoting ZEV adoption by offering transformative, customer-centric infrastructure and energy management solutions.



- 290 sites until end of 2019 planned
- Further roll-out planned (until 2026)

Cars have to be capable of this charging power.  
**AUDI e-tron will be first car to market (150kW)!**

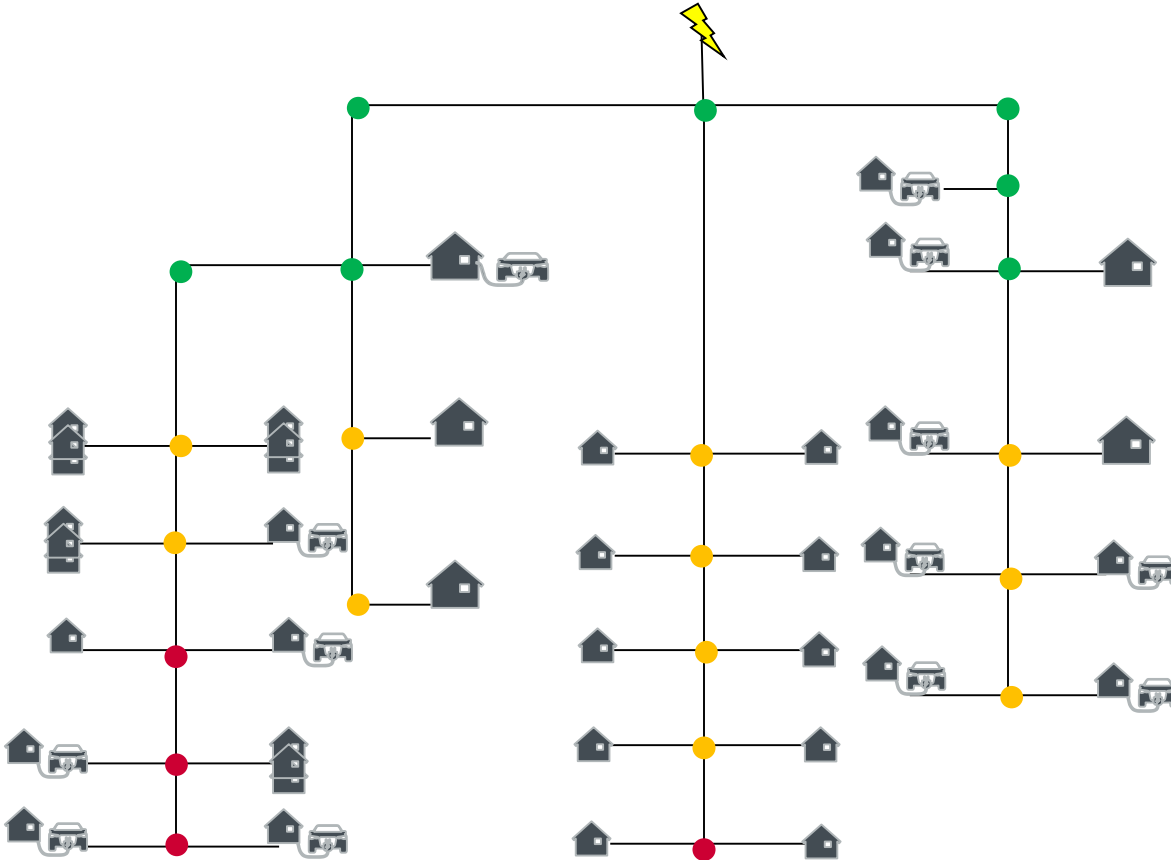
# Currently only 36% of the electricity in Germany is based on renewable energies



The players of electric mobility need to work together for better results in the future



# Increasing BEV sales and a consequently rising demand for private charging means: the low tension grid needs to be expanded



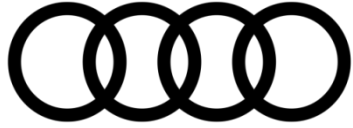
## Current situation:

- For today's situation the grid is sufficient
- Many charging processes will be simultaneous in the future
- Charging points are not expanded consistently

→ The low tension grid needs to be expanded occasionally in the future



# Many more players are relevant for the successful implementation of electrification

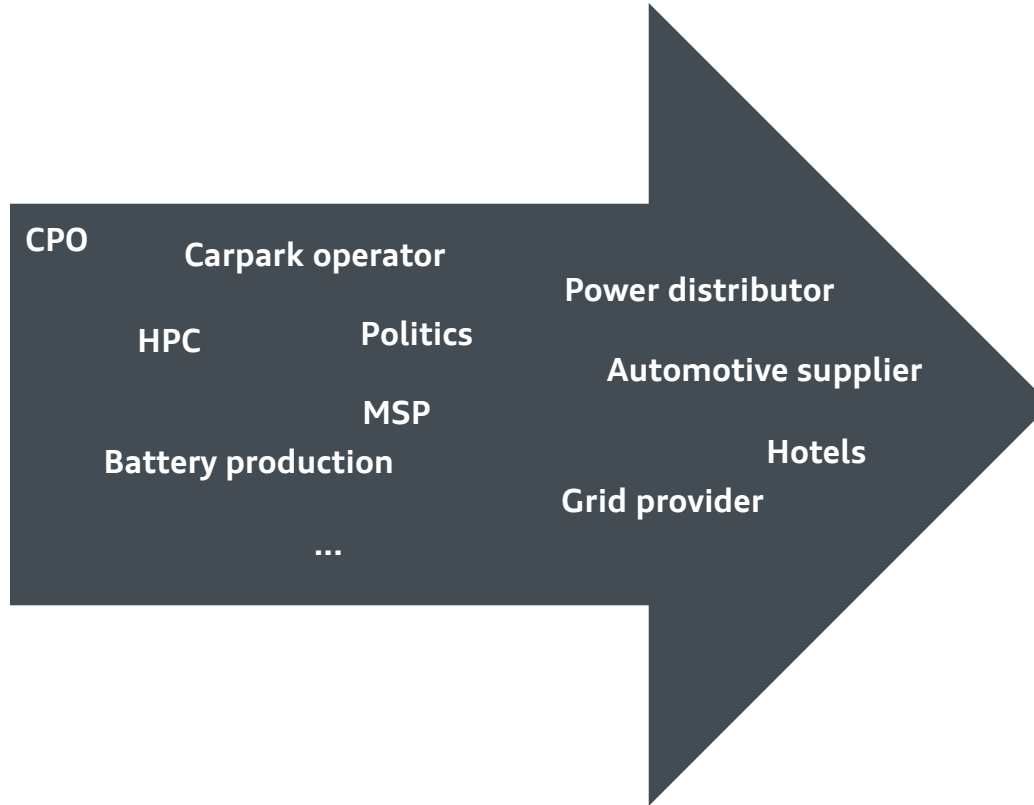


Vehicle

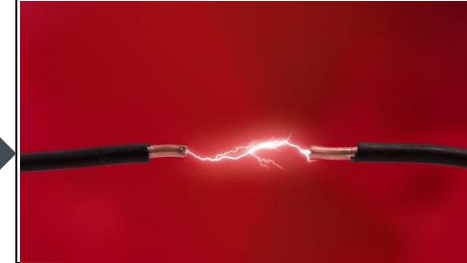


System Offer

IONITY



Electrification



## The next step: Audi e-tron Sportback concept



Emission-free driving is thrilling



# Thank you!

