



# Audi - brand management driven success

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# Agenda



- ▶ **„Brand“**
- ▶ The Audi brand
- ▶ The dimensions of brand building at Audi

# Strong brands and their characteristics



1. Clear, global brand and product positioning (differentiation)
2. Emotional value
3. Consistent communication
4. Strong and distinctive visual appearance
5. Confidence
6. Heritage
7. Price premium
8. Profitability

# Impact of brands and positioning



High brand  
relevance\*

5.0 = 100%



Luxury goods

3.8 = 95.0%

Cars

3.8 = 95.0%

Food and beverages

3.6 = 90.0%

⋮

Telecommunications

3.3 = 82.5%

Transport and Logistics

3.2 = 80.0%

⋮

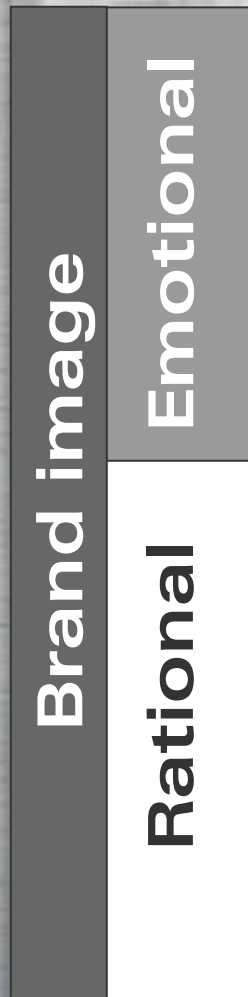
Power supplier

2,5 = 62.5%

Low brand  
relevance\*



# Global customer expectations – Automotive industry

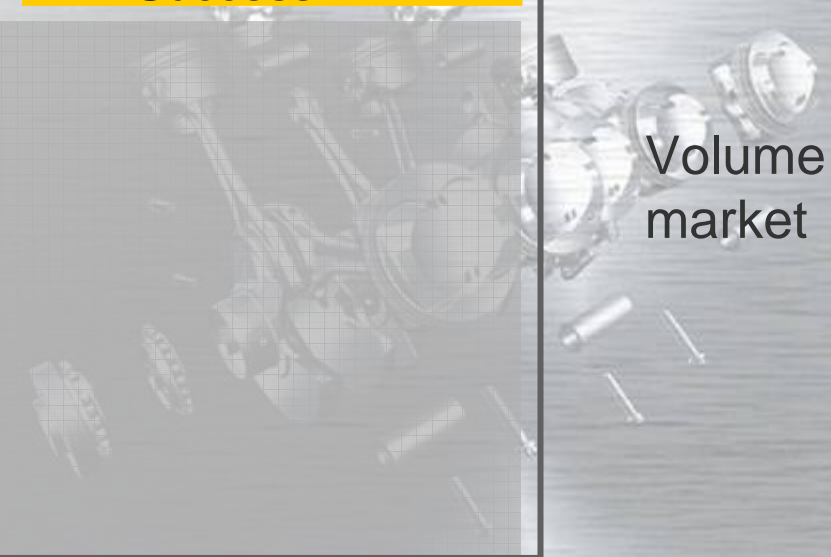


- ▶ Mobility
- ▶ Quality
- ▶ Reliability
- ▶ Price-Value-Ratio
- ▶ Safety
- ▶ Residual value

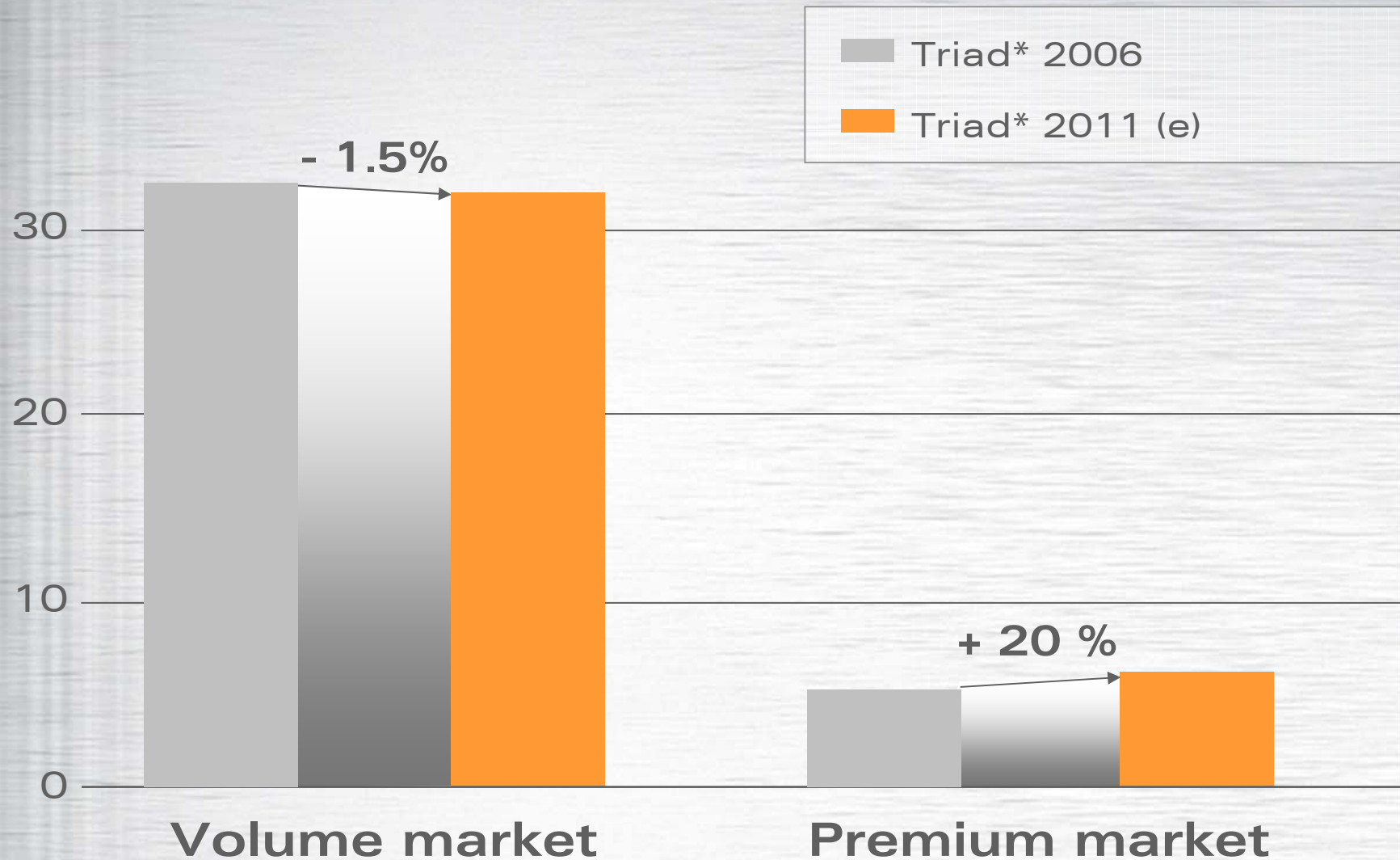
- ▶ **Prestige**
- ▶ Innovations
- ▶ History
- ▶ Motor sports
- ▶ Top Service
- ▶ Success

Premium  
market

Volume  
market



# Volume / Premium brands i.e. Triad\* in mill. units



\* Europe, USA, Japan

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# Development of the Audi brand

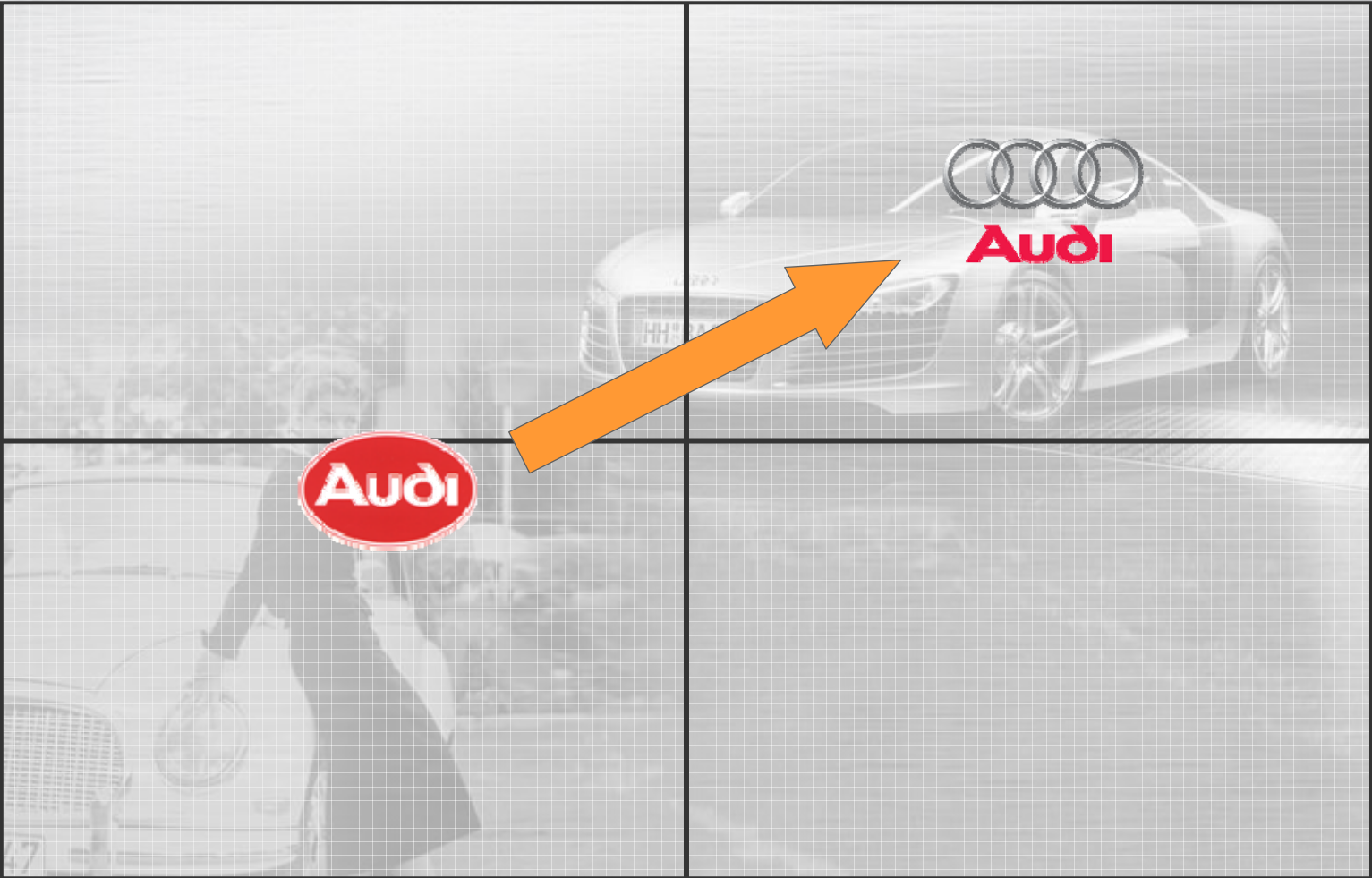


Traditional

Modern

Premium

Volume





# Orientation on values of customers



At home

Business

„Dreams“

Europe



USA



China



# Audi brand profile – Guide for all Audi activities



sporty

sophisticated

Vorsprung durch Technik

progressive



# Audi Strategy 2015



**Audi –  
The most successful premium brand**

**Dynamic growth**

**Profitability**

**Image,  
customer & dealer  
satisfaction**

**Most attractive  
employer**



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# Emotional products and innovations



Audi R8



Audi A5



Audi Q7



ASF



TDI/FSI



quattro



# Focus on image and prestige



## Prestige is...

- ▶ the key for higher loyalty and conquest rates
- ▶ the basis for profitability
- ▶ the basis for a price premium





# Driver image: measures

## Usage of USPs in different channels



Audi metrotainment ®



Dealer Exclusivity



Audi R8 Race Track Experience



Audi brand ambassadors

# Customer expectations in the premium segment



▶ Therefore the customer pays a price premium





**Thank you!**

**Michael Renz,**  
Head of Central Marketing





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