



Corporate Communications

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AUDI AG acquires sports motorcycle manufacturer Ducati Motor Holding S.p.A.

- **Chairman Rupert Stadler: “As a sporty, global premium brand, Ducati is an excellent fit for Audi.”**
- **Third pillar for AUDI AG in Italy**
- **Ducati a leading player in engine technology and lightweight construction**

Ingolstadt/Bologna, April 18, 2012 – AUDI AG is acquiring from Investindustrial Group the tradition-steeped Italian sports motorcycle manufacturer Ducati Motor Holding S.p.A., which has its registered office in Bologna. The transaction will be completed as quickly as possible once authorized by the competition authorities. The Supervisory Boards of AUDI AG and Volkswagen AG approved the acquisition today in Hamburg. Ducati is known worldwide as a leading brand in motorcycle manufacture, with outstanding expertise in engine development and lightweight construction.

Alongside the traditional Italian brands Lamborghini and Italdesign, Ducati is now a third pillar for AUDI AG in Northern Italy. Another building block in the Company’s growth strategy thus falls into place. Rupert Stadler, Chairman of the Board of Management of AUDI AG, declared: “Ducati is known worldwide as a premium brand among motorcycle manufacturers and has a long tradition of building sporty motorcycles. It has great expertise in high-performance engines and lightweight construction, and is one of the world’s most profitable motorcycle manufacturers. That makes Ducati an excellent fit for Audi.” The progressive control systems and special combustion chamber process of Ducati engines, their resulting sporty character, and Ducati’s extensive know-how in lightweight construction thus offer great potential for AUDI AG and the Volkswagen Group.

Peter Mosch, Chairman of the General Works Council of AUDI AG, explains that the employee representatives of AUDI AG support the Company’s sustainable, co-determined growth strategy. “We must use the opportunities offered by globalization for Audi – and that’s exactly what we’re doing. Everyone at Audi is looking forward to working with our new colleagues from Ducati,” commented Mosch.



Ducati is a globally active company and has manufacturing operations at its headquarters in Bologna and at its own factory in Thailand. It maintains a series of importer companies in strategic markets. Experts predict that the motorcycle market will enjoy strong growth over the next few years, especially in Asia. In 2011, Ducati sold around 42,000 motorcycles and generated revenue of some €480 million, employing around 1,100 people.

The company was founded by Adriano and Marcello Ducati in Bologna in 1926. Known originally as Società Scientifica Radiobrevetti Ducati, it initially built parts for radios. It ventured into the manufacture of motorcycles in 1946.

Ducati has been actively involved in motorcycle racing for many decades through its racing division Ducati Corse. Its racing activities are currently focused on the Ducati official factory team in the MotoGP class of the Motorcycle World Championship and in the Superbike World Championship, supporting competitive private teams. Ducati won the manufacturers' championship in this latter class 17 times in 21 championships and the pilots' 14 times.

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The Audi Group delivered 1,302,659 cars of the Audi brand to customers in 2011. In 2011 the Company posted revenue of €44.1 billion and an operating profit of €5.3 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). The Audi Q7 is built in Bratislava (Slovakia). In July 2010, CKD production of the Audi Q5 was added to the existing Audi A4 and A6 manufacturing operations in Aurangabad (India). At the Brussels plant, production of the Audi A1 has been running since May 2010, while production of the new A1 Sportback began in 2012. The Audi Q3 has been built in Martorell (Spain) since June 2011. The Company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include AUDI HUNGARIA MOTOR Kft., Automobili Lamborghini S.p.A. in Sant'Agata Bolognese (Italy), AUDI BRUSSELS S.A./N.V. in Brussels (Belgium) and quattro GmbH in Neckarsulm. Subject to a positive decision by the responsible competition authorities, the Italian sports motorcycle manufacturer Ducati Motor Holding S.p.A. will also belong to the Audi Group. Audi currently employs around 64,000 people worldwide, including around 48,000 in Germany. Between 2012 and 2016 the brand with the four rings is planning to invest a total of €13 billion – mainly in new products and the extension of production capacities – in order to sustain the Company's technological lead embodied in its "Vorsprung durch Technik" slogan. Audi is currently expanding its site in Győr (Hungary) and will start production in Foshan (China) in late 2013 and in Mexico from 2016.

Audi has long been fulfilling its social responsibility on many levels – with the aim of making the future worth living for generations to come. The basis for Audi's lasting success is therefore formed by environmental protection, the conservation of resources, international competitiveness and a forward-looking human resources policy. One example of AUDI AG's commitment to environmental issues is the Audi Environmental Foundation. Within the context of "Vorsprung durch Technik," which extends far beyond its products, the Company is directing its activities toward a major goal – comprehensive CO₂-neutral mobility.