

Audi Expansion in the United States

Jared Berry & Tariq Khan

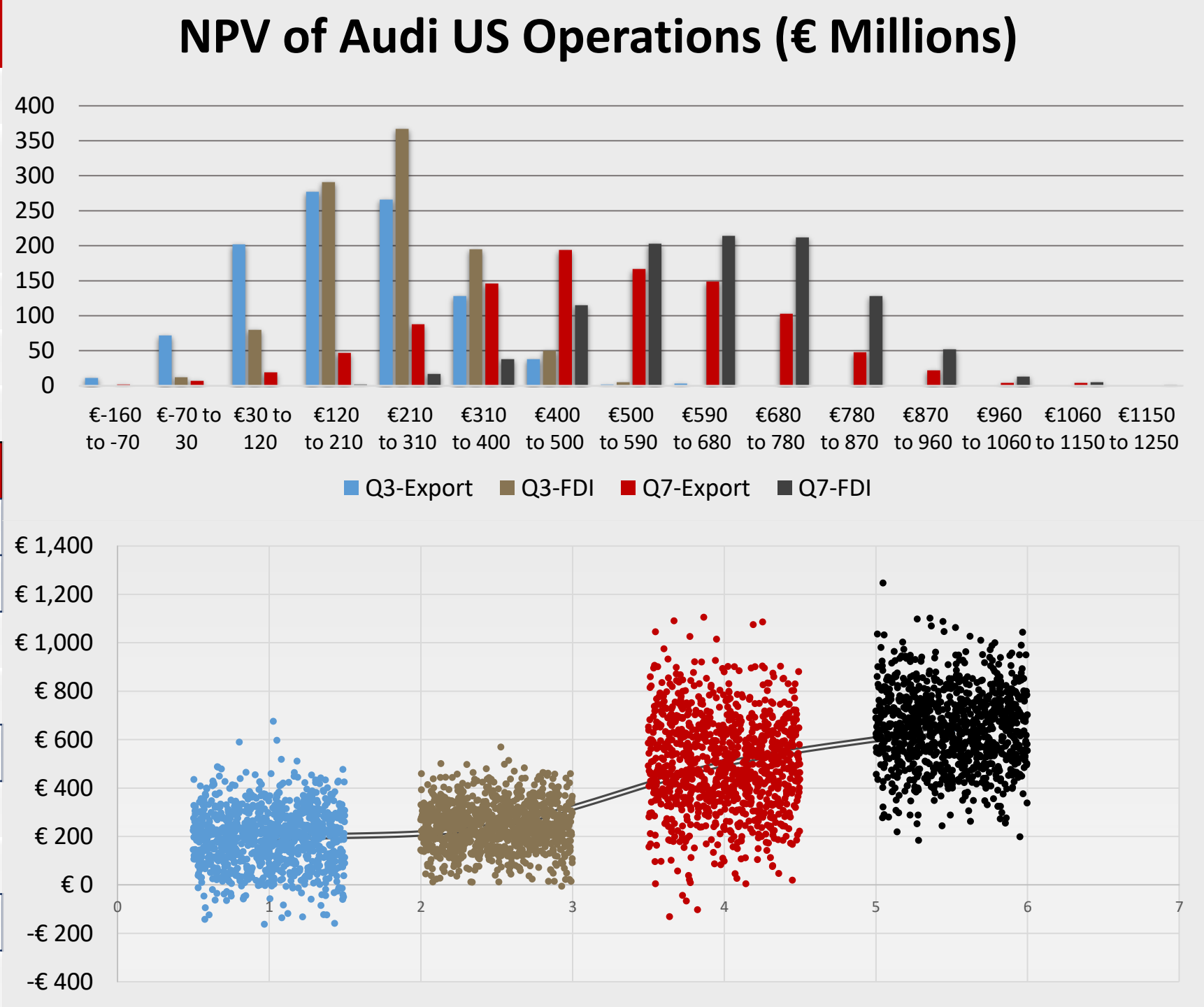


Light Trucks for Audi are Attractive

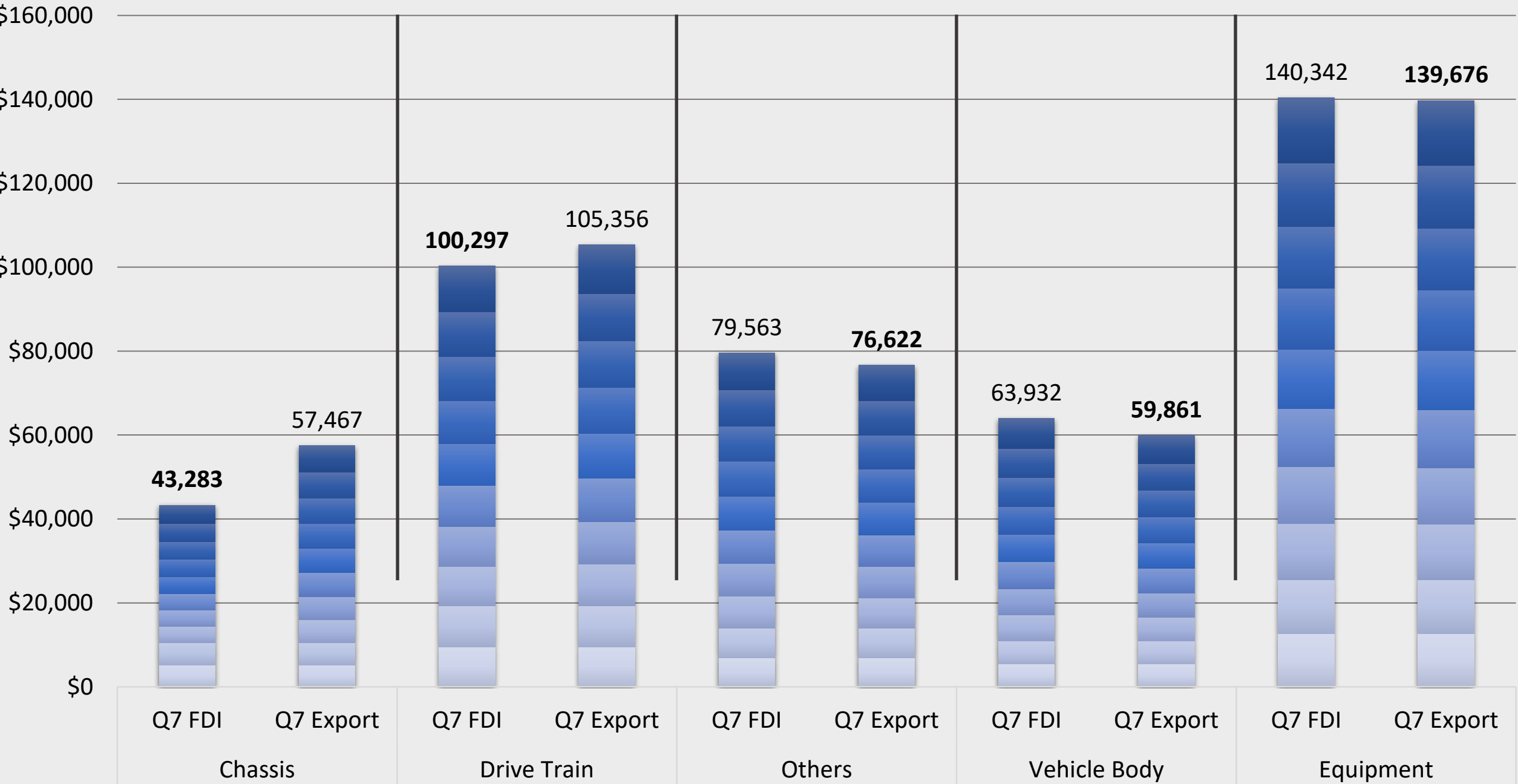
Table 1. Audi SUVs are in high demand

Make	YTD Sales 2017/16 (%Change)
Hyundai	31.0
Nissan	25.8
Mitsubishi	21.7
Audi	19.4
BMW	18.4
Porsche	17.8
Honda	14.4
GM	8.3
Mercedes	4.0
Ford	3.3
Toyota	1.9
Volvo	-30.5

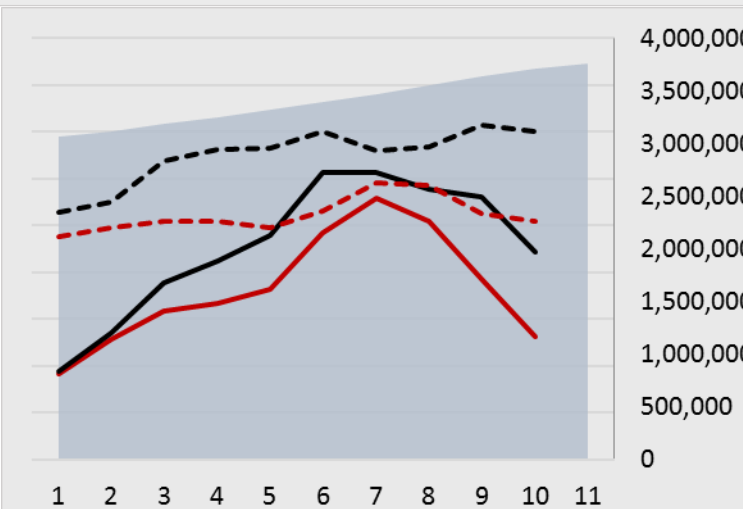
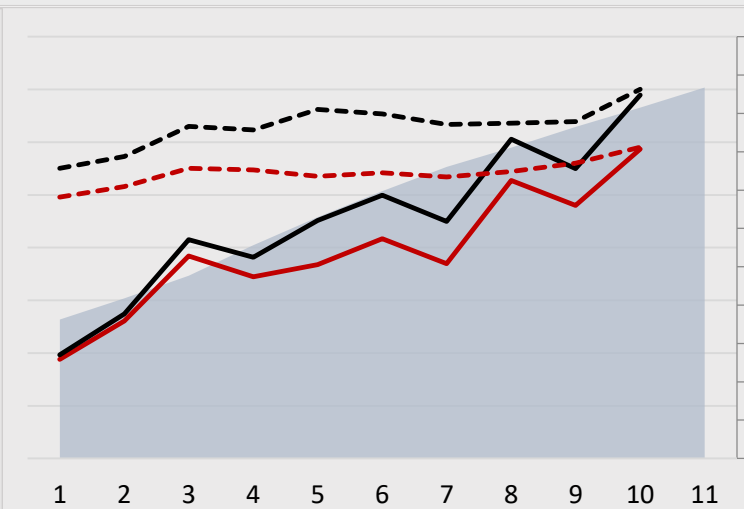
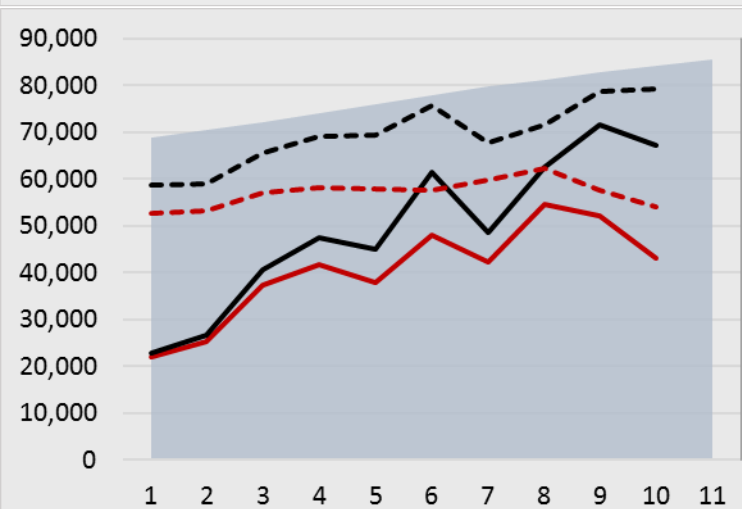
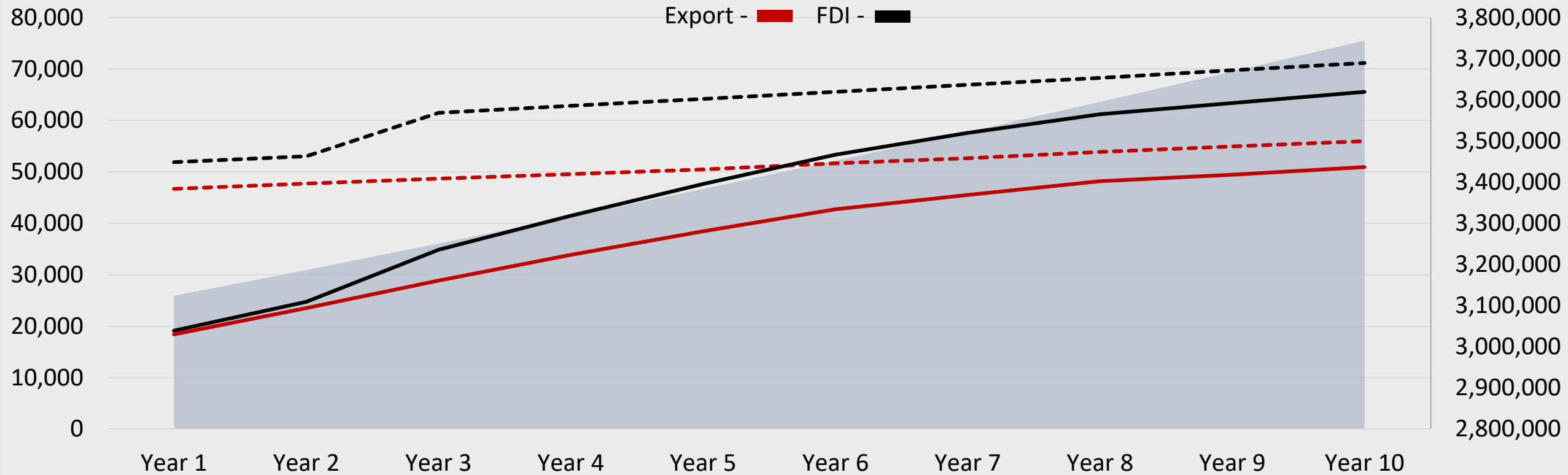
Source: WSJ Market Data Centre: Auto Sales



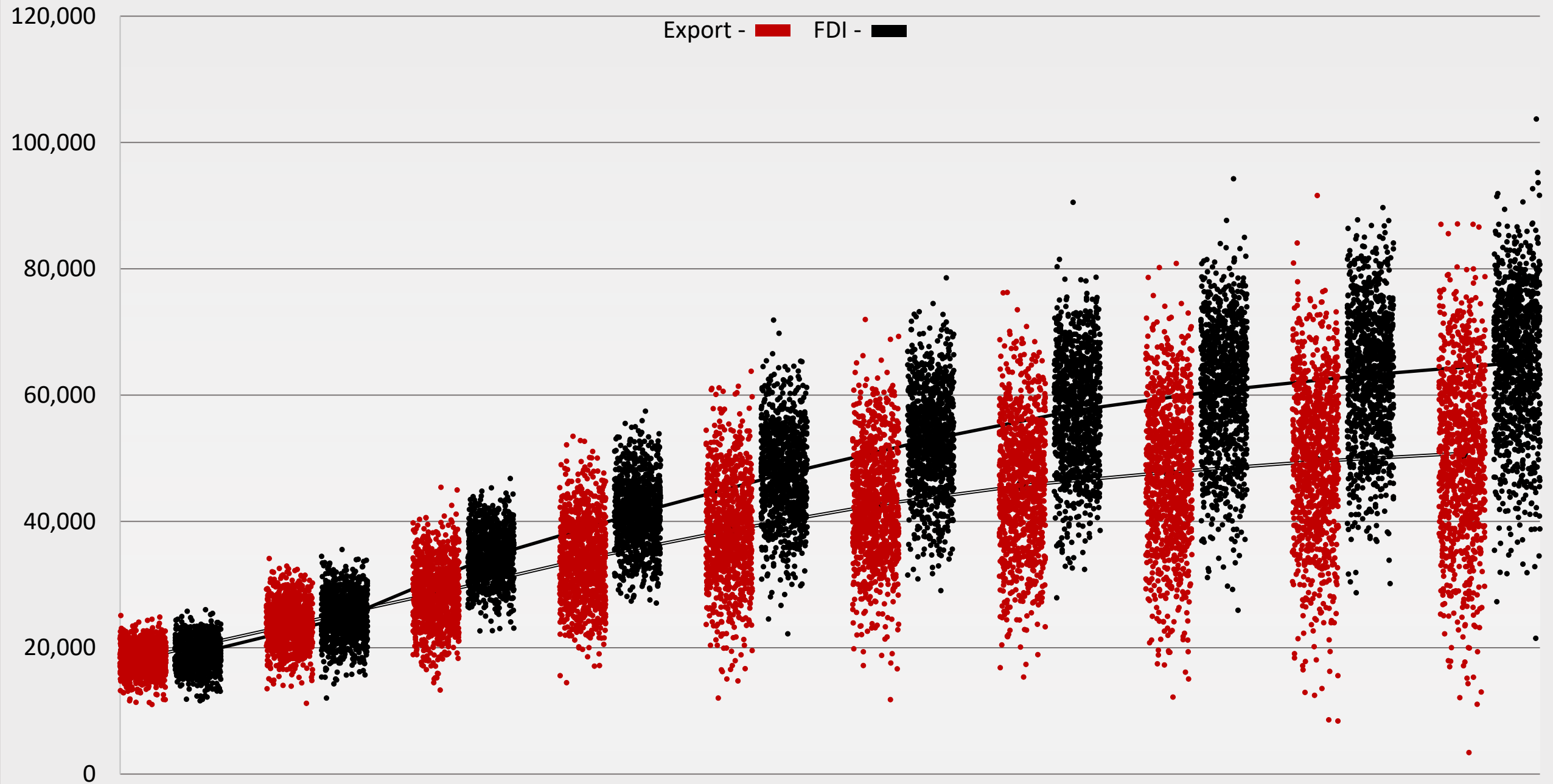
Cost of Components per Unit – 10 Year Cumulation (\$ USD)



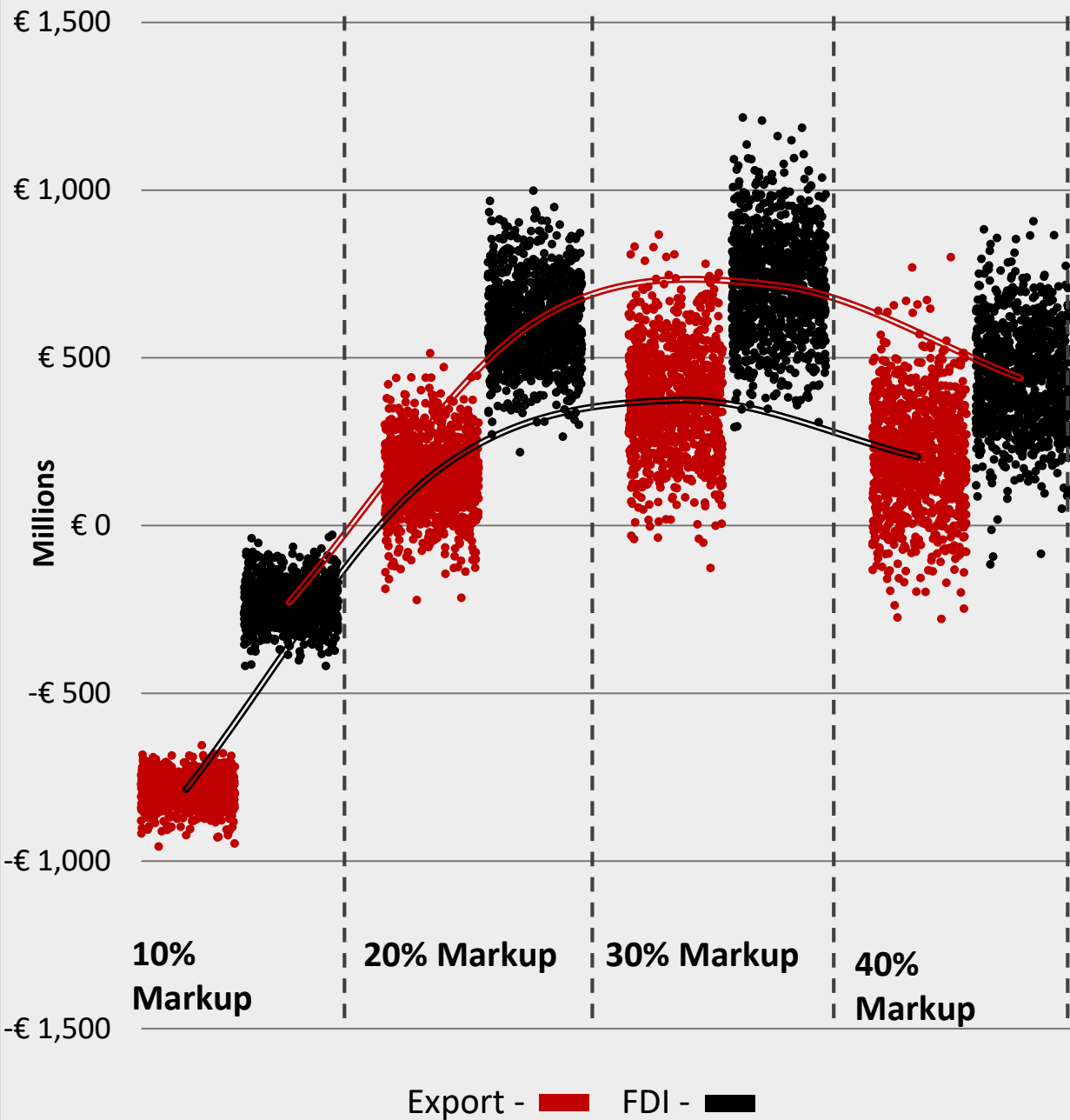
Market Snapshot



Q7 Models Sold – Strategy Comparison



Q7: NPV Sensitivity to Markup



Q7: Year Built Sensitivity

