

Residual Value  
Information Brochure



Always an investment



## Vorsprung, the spirit of Audi

Vorsprung durch Technik. Three words that encapsulate the Audi philosophy of progress and innovation. It is our forward thinking ability to anticipate the needs of rapidly changing times by consistently creating vehicles that evolve with humankind. Vorsprung is innovation combined with passion. It's about thinking ahead and leaving others behind. It's the courage to rewrite the rules and then break them. It's about always doing what people say cannot be done. Vorsprung is where the miracle of inspiration meets with the magic of imagination.

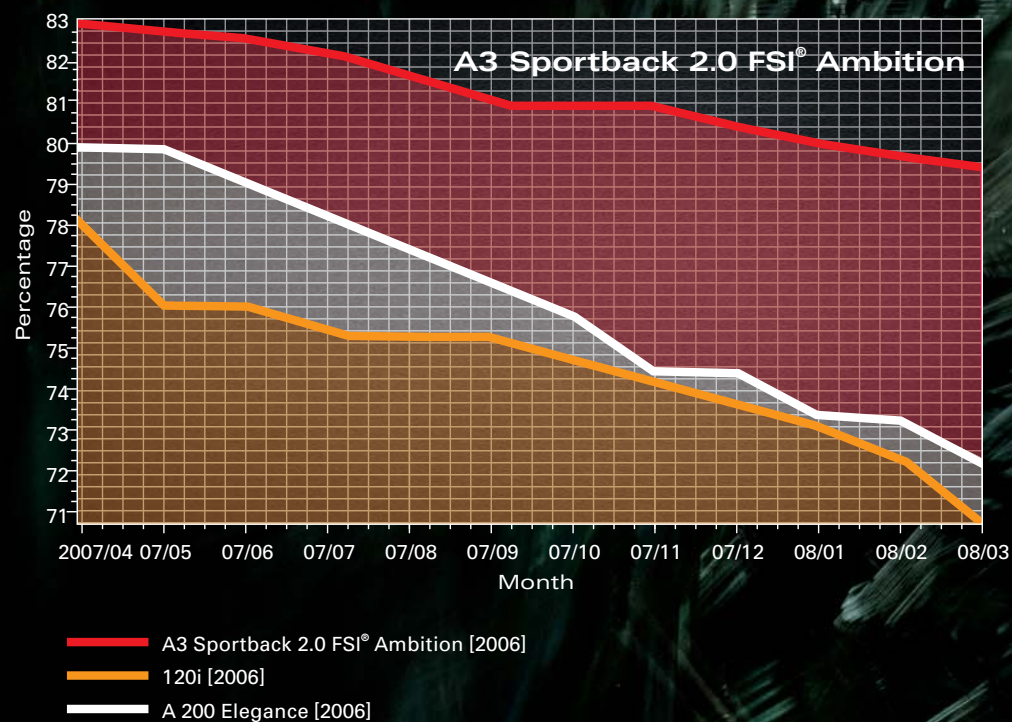
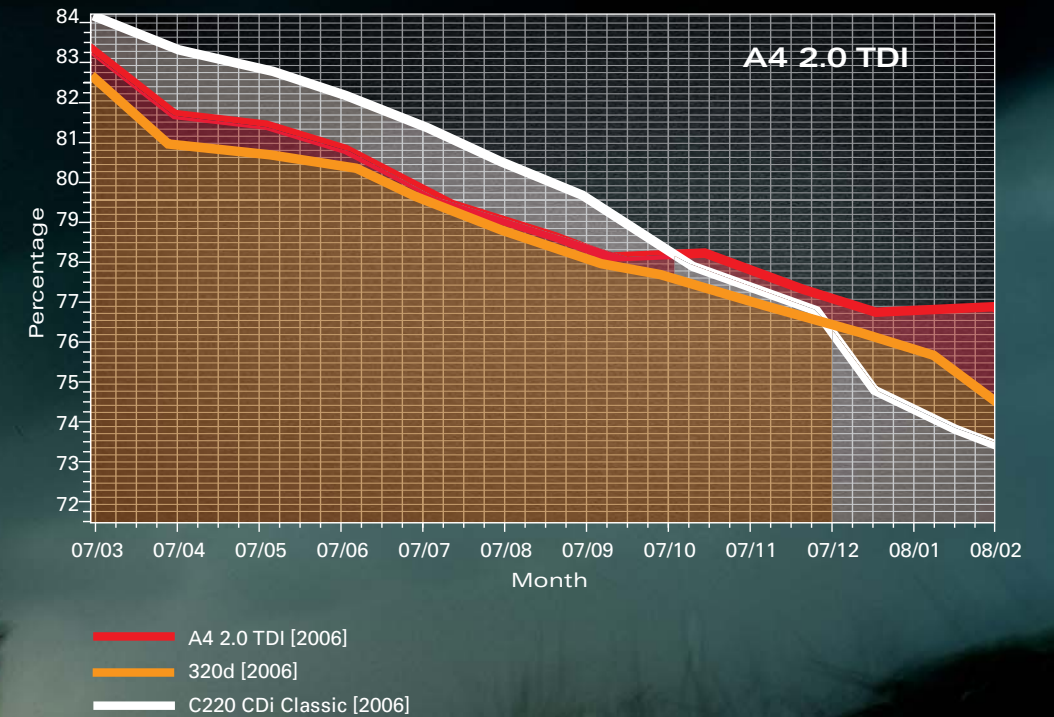
Vorsprung is more than a statement; it's our philosophy – and you'll find it in every Audi, no matter what age.

## Residual value that keeps growing

The resale value of Audi vehicles in South Africa continues to thrive across all market sectors. In some instances, cars like the Audi RS4, Q7, new TT and Sportback remain in such demand that most owners are able to sell their Audi at the same or even above what was paid when they were purchased as new.

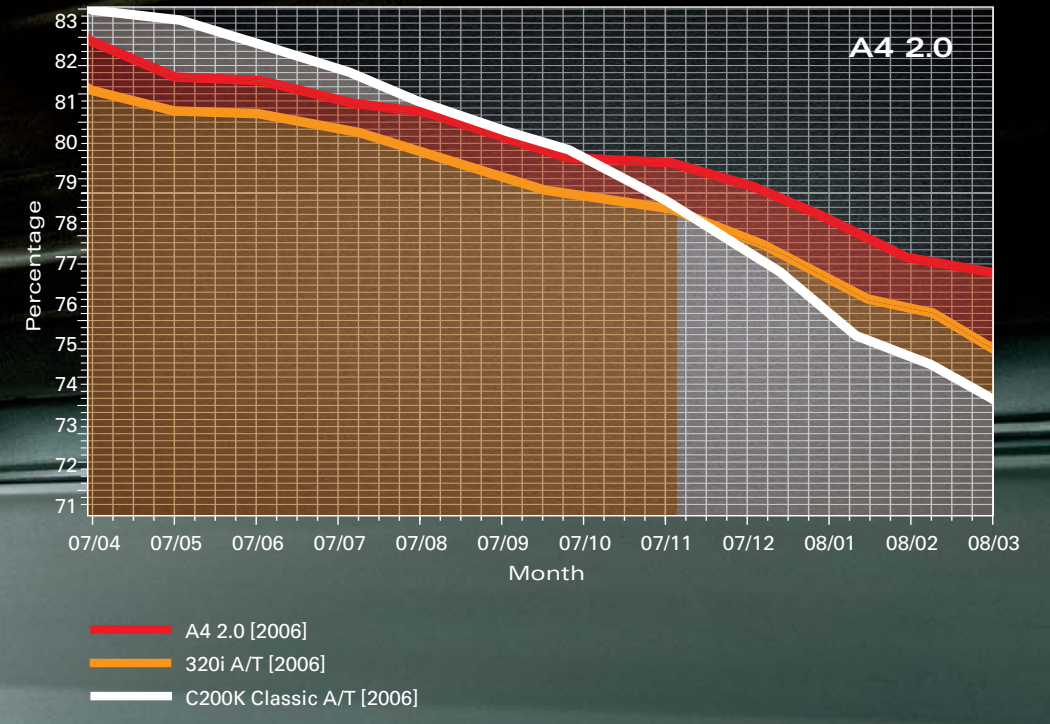
## Consistent results that speak for themselves

Audi is the most coveted used car brand, according to **Lex**, the UK's leading leasing company. Pre-owned buyers aspire to the same values as a new car buyer, and that's why the Audi brand leads the way in excellent residual value. Pre-owned Audis are as sporty and sophisticated, stylish and exclusive as their new counterparts.



The graphs above show the residual value after a 1 year period of ownership. The percentage is shown as a value of 100%.





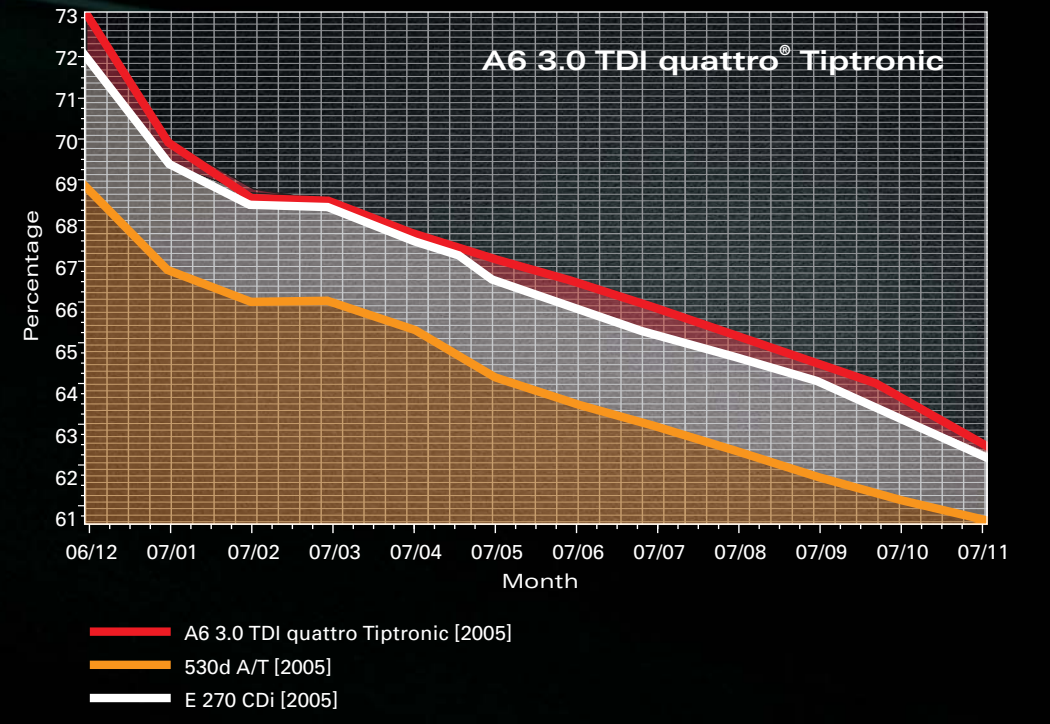
Lex's 2007 top 20 used cars list reveals which models are going to be worth the most in the second hand market. Two Audi models feature in the top 3, what's more, there are more Audis on the Lex list than any other car maker.

According to the **TransUnion Auto Dealers Guide** (previously known as the M&M guide - the most authoritative guide for used car values in South Africa), Audi is in line with, and in many cases even above, its key competitors on resale values, with residual values improving over the past two to three years.

Automotive Lease Guide's annual **Residual Value Awards** honour those vehicles in each automotive segment predicted to retain the highest percentage of their original price. Audi is in the top 3 of Luxury Brand Residual Value Rankings, based on 2007 models.

German car magazine, **Autobild**, established that when it comes to residual value, two Audi models are Germany's best in class. The Audi A3 Sportback was the winner of the compact class with a predicted residual value of 69 percent of the purchase price after three years, with the Audi A6 finishing top of the luxury class, with a value stability of 59 percent, likewise after three years. Runner-up in the executive class was yet another Audi, the Audi A8.

Autobild magazine annually determines the "Value Champions" in twelve vehicle categories, and many pre-owned buyers base their important buying decision based on this. The residual value forecasts are the result of extensive research, data collection and calculations. The study considers both vehicle-specific data as well as economic factors such as gross national product, price development and the rate of inflation.

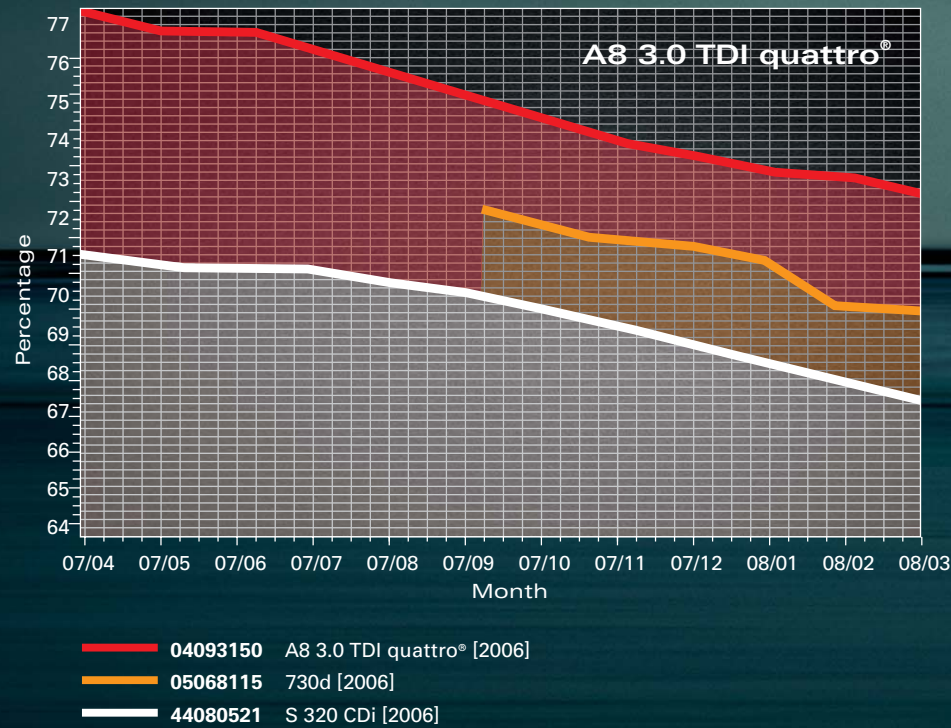


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## The Audi A4 - a case in point

It has been determined that the latest Audi A4 will retain significantly more of its value after three years or 96562 km than its rivals, according to CAP Monitor, the leading Industry guide to future values. The residual value figures predicted for a cross section of new A4 models are at least three per cent, and up to 7 per cent, higher than German equivalents. The increase in desirability of the latest Audi A4 range is a key factor in determining the future demand that drives residual values.

The graph below shows the residual value after a 1 year period of ownership. The percentage is shown as a value of 100%.



## The Audi Pre-owned programme. Another reason for Audi's superior residual value

A key reason for Audi's improved residual value is Audi Pre-owned, the premier used vehicle programme in SA. No matter what the age of your Pre-owned Audi, you get all the quality, value and prestige that comes with belonging to the exclusive circle of discerning Audi owners. A Pre-owned Audi is as Vorsprung today as it was the day it left the showroom.

The Audi Pre-owned programme includes the following:

### Audi Freeway Plan

Audi now has the most comprehensive pre-owned offer in the market, with all Pre-Owned Audi's having a 40 000km / 2 Year Maintenance plan as standard. The Audi Freeway Plan gives owners peace of mind

that their vehicle will be serviced, maintained and repaired when necessary and at no extra effort or cost. This fully comprehensive maintenance and warranty plan is included on all Audi Pre-owned vehicles to ensure that every Audi maintains its high standards of quality.

### Audi Assist

Audi owners are as important to us as Audis themselves. That's why the owner, spouse and dependent children are automatically entitled to this unique two-year roadside and emergency assistance service which is operated 24-hours a day. In the unlikely event of an Audi breaking down or in the event of an accident, free of charge benefits include: Roadside assistance; Tow-in; Courtesy transport; Hotel accommodation or vehicle rental; Vehicle recovery; Medical Assistance and Advice and Legal Assistance.

### 80-point Check

We always pay careful attention to detail to make sure that each Pre-owned Audi meets the exacting standards of Vorsprung. All Audi Pre-owned vehicles are taken through a comprehensive 80-point mechanical check prior to going onto the showroom floor. Reconditioning of all interior and exterior areas on the vehicle is also carried out. Every Pre-owned Audi has a full service history and no Audi involved in an accident with major structural damage may be sold as a Pre-owned vehicle.

### Vehicle Integrity Check

The integrity of every Audi is paramount, and to ensure the Audi experience is exceptional, we check that all Audi Pre-owned vehicles are not listed as having been stolen, are the subject of fraud or any outstanding

finance. This is because the possibility of buying a stolen vehicle from just any used vehicle dealer is very high, and if the police take a used vehicle from the buyer, the buyer still has to pay all the instalments.

### 14-day Exchange Plan

Audi stands by its Pre-owned promise of providing a premium product and service. If for any reason a buyer wishes to exchange a Pre-owned Audi, all Audi Pre-owned vehicle dealers honour a 14-day exchange plan, which means the buyer can exchange their Pre-owned Audi within 14 days of purchase for a Pre-owned Audi of a similar price.

Your Audi dealer will be happy to assist you in becoming a discerning Audi owner.