

Target group	Key topics in 2014	Activities in 2014
General public & the media	Strategy 2018, intelligent mobility	<ul style="list-style-type: none"> <input type="checkbox"/> Group Sustainability Report 2013 <input type="checkbox"/> Annual Report 2013 <input type="checkbox"/> Brand sustainability reports for 2013 <input type="checkbox"/> Website <input type="checkbox"/> Press releases and conferences <input type="checkbox"/> Dialogue events
Sites, communities, neighbors & local residents	Integration, intelligent mobility, regional promotion, corporate responsibility	<ul style="list-style-type: none"> <input type="checkbox"/> Neighborhood forums <input type="checkbox"/> Factory exhibitions <input type="checkbox"/> Open days <input type="checkbox"/> Local events <input type="checkbox"/> Corporate citizenship projects <input type="checkbox"/> Dialogue: stakeholders and region
Religious institutions	Integration, sustainable management	<ul style="list-style-type: none"> <input type="checkbox"/> Local events
Socially & environmentally-oriented NGOs	Human rights, climate protection, sustainability in supplier relations, consumer protection, raw materials, water, biodiversity	<ul style="list-style-type: none"> <input type="checkbox"/> Partner to or membership of associations and initiatives <input type="checkbox"/> Membership meetings <input type="checkbox"/> Round tables <input type="checkbox"/> Working groups <input type="checkbox"/> Bilateral meetings/discussions
Capital market	Sustainable and transparent governance, climate protection, human rights, supplier relations, biodiversity	<ul style="list-style-type: none"> <input type="checkbox"/> Environmental conferences with audit workshops <input type="checkbox"/> Public debates <input type="checkbox"/> Business networks and initiatives <input type="checkbox"/> Working groups <input type="checkbox"/> Exchange of best practices <input type="checkbox"/> Face-to-face meetings
Politics & government agencies	Climate protection, intelligent mobility, employment	<ul style="list-style-type: none"> <input type="checkbox"/> Environmental conferences with audit workshops <input type="checkbox"/> Public debates <input type="checkbox"/> Business networks and initiatives <input type="checkbox"/> Working groups <input type="checkbox"/> Exchange of best practices <input type="checkbox"/> Face-to-face meetings <input type="checkbox"/> Membership of associations and initiatives
Associations & trade unions	Climate protection, intelligent mobility, employment, consumer protection, future of work	<ul style="list-style-type: none"> <input type="checkbox"/> Steering groups <input type="checkbox"/> Project working groups <input type="checkbox"/> Dialogues <input type="checkbox"/> Expert dialogues <input type="checkbox"/> Workshops <input type="checkbox"/> Working groups

<p>Academia & experts</p>	<p>Climate protection, energy efficiency, intelligent mobility, sustainability in supplier relations, sustainability management, corporate responsibility</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Cooperation with universities <input type="checkbox"/> Cooperation projects <input type="checkbox"/> Trend studies <input type="checkbox"/> Project working groups <input type="checkbox"/> Expert dialogues
<p>Employees</p>	<p>Working conditions, healthcare, personnel development, sustainable governance, social program</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Stimmungsbarometer (standardized employee opinion survey) <input type="checkbox"/> Intranet/Internet <input type="checkbox"/> Employee magazine <input type="checkbox"/> Codetermination workshops <input type="checkbox"/> Townhall meetings <input type="checkbox"/> Symposia <input type="checkbox"/> Qualification and information events <input type="checkbox"/> Welcome Days for new recruits <input type="checkbox"/> Employee events/campaigns <input type="checkbox"/> Seminars <input type="checkbox"/> Group CSR Meeting (GCM)
<p>Potential employees</p>	<p>Personnel development, sustainable governance, dual model of vocational education and training</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Cooperation with universities <input type="checkbox"/> Participation in trade fairs <input type="checkbox"/> Social media
<p>Customers</p>	<p>Data protection, sustainable supply chain, sustainable products, sustainability within the Company, raw material procurement</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Customer workshop <input type="checkbox"/> Audi Stakeholderforum <input type="checkbox"/> Customer online forums <input type="checkbox"/> Customer service <input type="checkbox"/> Social media <input type="checkbox"/> Certifications / product info <input type="checkbox"/> Brochures / magazines <input type="checkbox"/> Presence at trade fairs
<p>Suppliers</p>	<p>Human rights and working conditions, efficient vehicles, climate protection, sustainability in supplier relations, raw material procurement, social program, environmental and social standards</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Magazines <input type="checkbox"/> Presence at trade fairs <input type="checkbox"/> Dialogue events <input type="checkbox"/> Sustainability in Supplier Relations concept (fair and open dialogue in a spirit of partnership) <input type="checkbox"/> Codes of conduct <input type="checkbox"/> Audits / courses <input type="checkbox"/> Dialogue