



Rolf Michl

Managing Director of Audi Sport GmbH

Rolf Michl has been Managing Director of Audi Sport GmbH since September 2022.

Born in Oberstdorf, Germany, in 1978, Michl graduated with a degree in business administration from Otto Friedrich University in Bamberg, Germany, in 2006.

In 2007, the Allgäu native joined AUDI AG and, after holding positions in the German and Italian markets, took on a new role in product management at quattro GmbH in 2011. In his role of project manager for the Audi Sport TT Cup, he established the brand's first racing series in Germany starting in 2014. In the process, he and his team implemented a targeted development program for international young talent.

As Head of Global Product Marketing at Audi Sport, Michl then determined the global marketing profile of the R and RS models as the sporty spearhead of the model range. After a two-year stint at ABT Sportsline GmbH, the businessman returned to Audi Sport GmbH in 2019 as Director of Sales and Marketing. This phase saw the biggest product initiative, including a doubling of sales and record earnings, and the unveiling of the first all-electric Gran Turismo Audi RS e-tron GT.

Michl's work as part of a global team intensified again in 2022. After holding the position of Chief Operating Officer of Audi Sport, he became part of the management team at Audi Sport GmbH.

In 2023 and 2024, Michl also served as Head of Audi Motorsport. During this time, he led the Audi Sport Team QMS to its first overall victory with a prototype featuring an alternative drive concept consisting of an electric motor and energy converter at the legendary Dakar Rally.

As part of Audi AG's transformation, Audi Sport GmbH is also being restructured. Michl has been sole Managing Director of the wholly owned subsidiary since September 1, 2025.

As of October 2025 1/1