

## **Audi announces a new entry-level electric model family: the A2 e-tron**

**Ingolstadt, March 17, 2026 – Audi will unveil the new A2 e-tron in fall 2026, complementing its portfolio with an all-electric entry-level model family in the compact class. The A2 e-tron, manufactured in Ingolstadt, will further rejuvenate Audi’s model range and open up access to premium electric mobility. A preview of the vehicle’s silhouette can already be seen in the first design sketch.**

Audi is taking the next big step on the road to a consistently electric future. Audi CEO Gernot Döllner has announced the A2 e-tron – the new electric model family from the brand with the four rings – at Audi’s [Annual Media Conference](#). “We’ve listened. Our customers want electric mobility that impresses in everyday life. The A2 e-tron is our promise to deliver exactly that – efficient, compact, and confident. We’re making entry into the electric Audi world easier and more relevant than ever,” said CEO Gernot Döllner.

### **New chapter in the compact premium segment**

The market for compact electric vehicles continues to grow – especially in large European cities. With the new A2 e-tron, Audi is targeting a broad international customer base that values everyday usability in the city, sustainability, high efficiency, and digital connectivity. The A2 e-tron strengthens a younger, clearer, and increasingly electric portfolio and makes entering the brand more modern and more relevant for new target groups. Its name is a deliberate nod to the Audi A2, which pioneered efficiency and urban mobility over 25 years ago. The new A2 e-tron carries this mission forward into the electric age.

### **Production in Ingolstadt**

The A2 e-tron is another fully electric product line to be built at Audi’s German home in Ingolstadt, underlining the company’s commitment to transforming its plants in Germany and Europe. “The A2 e-tron is crucial for our brand and also for our German home. With the production of an additional fully electric model family in Ingolstadt, we are securing jobs and delivering electric mobility ‘made in Germany’,” said Gernot Döllner.

### **The model initiative continues**

After more than 20 new models in 2024 and 2025, Audi now has the youngest portfolio among the competition – from the fully electric compact segment to the premium full-size segment. The company will stay on this path in 2026. The focus is on two product lines that strategically perfect the portfolio at the top end and at the entry point: the full-size Audi Q9 and the Audi A2 e-tron in the compact segment.

### **Silhouette revealed in first design sketch**

The new Audi A2 e-tron will celebrate its world premiere in the fall. In addition to the name, a design sketch has already revealed the silhouette of the upcoming compact vehicle.

**Product and Technology Communications**

Tobias Söllner

Spokesperson model series A1, Q2, Q3, and Q4 e-tron, Drive Technology, PHEV

Phone: +49 151 54313731

Email: [tobias.soellner@audi.de](mailto:tobias.soellner@audi.de)

[www.audi-mediacyber.com](http://www.audi-mediacyber.com)

**Product and Technology Communications**

Eva-Maria Becker

Spokesperson model series Q3 and Q4 e-tron

Phone: +49 173 9393522

Email: [eva-maria.becker@audi.de](mailto:eva-maria.becker@audi.de)



---

**About Audi**

Audi drives transformation and shapes the mobility of tomorrow – with intelligent, electric products.

The premium automotive brand is available in more than 100 markets. Its global production network spans 22 sites in 13 countries. **Vorsprung durch Technik** unites more than 88,000 employees. With courage, passion, responsibility, and trust, they are reinterpreting more than 100 years of automaking tradition for the future. In 2026, Audi is entering Formula 1 with a factory team in a bold expression of its motorsports DNA.

The Audi Group also includes the supercar manufacturer Lamborghini, the luxury brand Bentley Motors, and the motorcycle maker Ducati.

Learn more about the Audi Group [here](#).

---