

## Audi appoints new management in key markets

- **Coordinated series of high-level management changes across Audi of America, Audi China, Audi Canada, and Volkswagen in Korea**
- **Marco Schubert, Audi Board Member for Sales and Marketing: “With our model initiative and high-performing leaders, Audi is well positioned to enhance its competitiveness in both North America and China”**

**Ingolstadt, February 26, 2026 – Audi is strengthening its position in the key markets of China and North America with a series of high-profile leadership appointments. Effective April 1, 2026, Daniel Weissland will take over as President of the FAW Audi Sales Company in China. Vito Paladino, currently President and CEO of Volkswagen Group Canada as well as President of Audi Canada, will succeed him as President of Audi of America and Head of Audi North America Region. Going forward, Audi Canada will be led by Khaled Soussi. Michael Arndt, currently President of FAW Audi Sales Company, will assume the role of Managing Director for Volkswagen Passenger Cars in Korea. Furthermore, on June 1, Matthias Schepers, currently President of Volkswagen Group Japan and Managing Director Audi Japan, will take over as Vice President for Sales and Marketing at Audi China.**

This coordinated management rotation ensures a smooth transition and supports Audi’s strategic direction. “We are decisively strengthening the Audi brand and our sales organization in our core regions. With our model initiative and these high-performing leaders, Audi is well positioned to enhance its competitiveness in both North America and [China](#),” stated Marco Schubert, Member of the Board of Management for Sales and Marketing.

Daniel Weissland has held the role of President of Audi of America since 2019. Prior to that, he served as President and CEO of Volkswagen Group Canada and Volkswagen Canada. “Daniel has demonstrated exceptional commitment and strong leadership during a period marked by significant challenges. Under his guidance, the brand has executed the largest model initiative in Audi’s U.S. history,” said Schubert. “With more than 25 years of international automotive experience, Daniel has a strong network within both Audi and Volkswagen Group and brings profound brand knowledge. He will apply his deep sales expertise and customer focus to advance Audi’s business in China.”

Michael Arndt, currently President of FAW Audi Sales Company, will assume the role of Managing Director for Volkswagen Passenger Cars in Korea. Schubert emphasized: “Michael has played an important part in implementing our strategy in the Chinese market. Thanks to his leadership, FAW Audi made a significant contribution to Audi regaining the number one position among its premium competitors in 2025.”

Weissland will be succeeded by Vito Paladino, currently President and CEO of Volkswagen Group Canada as well as President of Audi Canada. During more than five years leading Audi Canada, Paladino delivered multiple record-breaking results. Schubert: “Vito played a key role in establishing Audi as a leading premium brand in Canada.” With 27 years of industry experience and deep regional expertise, Paladino is perfectly placed to advance Audi’s presence in the North American market. Going forward, Audi Canada will be led by Khaled Soussi, currently responsible for the Commercial Strategy and Customer experience at SEAT S.A. Edgar Estrada, President of the Volkswagen brand in Canada, will additionally take over the role of President and CEO of Volkswagen Group Canada.

A further high-level leadership change will take effect on June 1: Matthias Schepers, currently President of Volkswagen Group Japan and Managing Director Audi Japan, will assume the role of Vice President for Sales and Marketing at Audi China. He succeeds Katy Tsang who is leaving Audi China at her own request. “I thank Katy for her strong commitment over the past years,” said Schubert. “An experienced leader, Matthias positioned Audi as a strong brand and an important player in the Japanese premium BEV market. He also established the Premium Charging Alliance together with the Porsche and Volkswagen brands, creating the largest and fastest non-government-affiliated charging network in Japan.”

In 2026, Audi will continue its model initiative in China and the United States, launching several new generations of models tailored for the Chinese market and introducing a major update to its SUV portfolio in the U.S.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 22 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2024, the Audi Group delivered 1.7 million Audi vehicles, 10,643 Bentley vehicles, 10,687 Lamborghini vehicles, and 54,495 Ducati motorcycles to customers. In the 2024 fiscal year, Audi Group achieved a total revenue of €64.5 billion and an operating profit of €3.9 billion. As of December 31, more than 88,000 people worked for the Audi Group, more than 55,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.

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