

Audi appoints Rouven Mohr Chief Technical Officer

- Audi sharpens focus on product and design, accelerating innovation
- **Manfred Döss, Chairman of the Supervisory Board:** “Rouven Mohr joins us as a distinguished technology expert who combines in-depth know-how with a clear focus on long-term value creation for Audi”

Ingolstadt, February 20, 2026 – Audi announces a leadership transition in Technical Development at a pivotal moment for the company’s technological transformation. Rouven Mohr will assume the role of Chief Technical Officer and member of the Board of Management effective March 1. He succeeds Geoffrey Bouquot, who has decided to pursue new professional opportunities outside the company.

Technical Development plays a central role in delivering Audi’s strategy and bringing “Vorsprung durch Technik” to life in the next generation of vehicles. As the industry undergoes a profound shift towards electrification, software-defined vehicles, and AI-driven engineering, Audi continues to sharpen its product and design focus and accelerate innovation.

Rouven Mohr has 18 years of experience in the Volkswagen Group. He previously applied his broad technical expertise and in-depth development experience to lead complex transformation projects. Most recently, he was Chief Technical Officer at Lamborghini, where he drove the brand’s hybridization strategy and a generational shift in its portfolio. Earlier in his career, he held leadership roles in vehicle development, verification, and fleet emissions at Audi and Lamborghini. His return to Audi is testament to the company’s aim to pursue technological excellence with strong execution and a clear focus on products.

Over the past two years, Geoffrey Bouquot has reignited the “Vorsprung durch Technik” mindset and successfully initiated the transformation of Audi R&D. He strengthened the organization, advanced cross-functional collaboration, and laid essential foundations for the next phase. Furthermore, he made a significant contribution to advancing software development across the Volkswagen Group, establishing key capabilities for software defined vehicles and AI-driven engineering.

“Rouven Mohr joins us as a distinguished technology expert who combines in-depth know-how with a clear focus on long-term value creation for Audi. On behalf of the Supervisory Board, I would like to warmly thank Geoffrey Bouquot for his important and valuable contribution to Audi’s technological transformation,” said Manfred Döss, Chairman of the Supervisory Board of AUDI AG.

“Technical Development is at the heart of the Audi brand. Geoffrey Bouquot gave the strategic and technological modernization key momentum – we would like to thank him for that. Rouven Mohr is an excellent technical leader with history at Audi and experience at Lamborghini. His appointment will bring new courage in innovation, sporty elegance, and finesse – or, put simply, more ‘Vorsprung durch Technik.’ We look forward to working together as colleagues,” said Jörg Schlagbauer, Chairman of the General Works Council of AUDI AG.

“Rouven Mohr combines technical excellence with a focus on products and proven execution strength. He will play a central role in further accelerating our innovation. At the same time, I would like to sincerely thank Geoffrey for his leadership and his important contribution to Audi’s technological evolution, wishing him continued success and all the best for his next professional chapter,” said Gernot Döllner, CEO of Audi.

Rouven Mohr will assume leadership of Audi’s Technical Development effective March 1, 2026. He will continue to serve in his role as Chief Technical Officer at Lamborghini until a decision has been made regarding his succession.

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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.
