

Audi CEO Gernot Döllner: „Audi began a new chapter in 2025“

Ingolstadt, March 17, 2026 – At AUDI AG's Annual Media Conference, CEO Gernot Döllner and CFO Jürgen Rittersberger presented the company's results for the 2025 fiscal year. In addition to an overview of the current corporate strategy, they shared updates on the ongoing model initiative. Here are the key takeaways.

Gernot Döllner:

- “In 2025, Audi set out on a new path – with a clear design philosophy, the first model from our China-exclusive sister brand AUDI, and preparations for our entry into Formula 1. We have reinvented ourselves: for our customers, for our employees, and for a strong industrial core in Germany.”
- “Our growth targets through 2030 are both realistic and ambitious – and we are squarely aligning our position in our core regions of Europe, the US, and China to achieve them.”
- “The new Audi Q9 strengthens our position in the US and defines the top of our portfolio. And with the A2 e-tron, we are bringing a highly efficient entry point into electric mobility to market in fall 2026 – a clear statement on efficiency.”
- “We are making a deliberate bet on strong partnerships and leveraging the power of the Group. Set to arrive as early as 2028 is the first Audi built on the new E/E architecture from RV Tech – a joint venture between the Volkswagen Group and Rivian.”
- “The industry – and Germany as a whole – needs to reinvent itself. Today, the US and China are driving the major technology trends, while Germany and Europe have fallen behind. Innovation for customers must therefore become the top priority again.”

Jürgen Rittersberger:

- “In a difficult environment, clear decisions were needed – and that's exactly what we made: we established a new corporate strategy, pushed the restructuring further, and made Audi leaner and more competitive.”
- “We steered Audi through a geopolitically and industrially difficult environment in 2025 and delivered solid financial performance. At the same time, the numbers clearly show that we still need to make further gains on efficiency and competitiveness.”
- “In the near and medium term, we are focused on continuing to strengthen our market position. At the same time, we are driving the transformation forward by streamlining structures, simplifying processes, and reducing complexity.”

- “We want to grow our profitability step by step over the long term. If we act together as a team, we have everything it takes to put Audi back on a clear path to success.”

Further information on the Annual Media Conference 2026 can be found on [Audi MediaCenter](#).

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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](#).
