

Audi Concept C – a look behind the scenes

Ingolstadt, October 8, 2025 – The Audi Concept C is more than just a concept car: it offers a tangible preview of the design language for the brand’s future models. A video now shows exclusive insights into the vehicle’s development. It documents the close collaboration of an interdisciplinary team that is shaping the future of the brand with the four rings with passion and precision.

Following its world premiere on September 2 in Milan, the [Audi Concept C](#) made another strong impression at the [IAA Mobility 2025](#) in Munich. Now, a making-of video shows how the concept vehicle came to life – from the initial sketches to its final presentation.

“By seamlessly blending design, technology, and functionality, the Concept C illustrates the future direction of our models,” says Audi CEO Gernot Döllner. “A car like this can only be created by a team that works hand in hand toward a shared goal.” A film crew accompanied the designers and engineers for several months and documented the rapid development of an emotional all-electric sports car that embodies the company’s new direction.

The making-of video is now available on Audi’s channels (for example: <https://www.audi-mediacentr.com/en/videos/video/making-of-audi-concept-c-teaser-8047>) and offers fascinating behind-the-scenes insights.

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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 21 locations in 12 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.
