

Audi delivers 1.6 million vehicles in 2025 as strong fourth quarter ends challenging year

- Record deliveries for electric vehicles: increase of approximately 36 percent compared to the previous year
- Fourth-quarter deliveries increase year over year despite challenging conditions
- Marco Schubert, Board Member for Sales and Marketing: “Our product initiative is hitting the road, and deliveries are gradually reflecting this”

Ingolstadt/Neckarsulm, January 14, 2026 – Audi delivered more than 1.6 million vehicles to customers worldwide in 2025, a decline of approximately 3 percent to the previous year. However, deliveries rose year over year in every month starting in September, signaling an upward trend. The order books support the trend: last year, orders increased over 13 percent compared with 2024, orders for electric models jumped around 58 percent. Deliveries of all-electric models reached a record of over 223,000 units in 2025, approximately 36 percent.

Geopolitical and economic challenges continued to pressure delivery figures in 2025. An intense competitive environment in China and U.S. tariff policy affected the entire automotive sector and shaped global consumer behavior. Solid performances in Europe, Germany, as well as overseas and emerging markets could not fully offset these factors.

“Our product initiative is hitting the road, and deliveries are gradually reflecting this. In 2025, we were mainly able to achieve increases for electric models,” says Marco Schubert, Member of the Board of Management for Sales and Marketing. “This shows that customers are eagerly adopting electric models like the Audi A6 e-tron* and Audi Q6 e-tron*. We want to continue this upward trajectory in 2026. Thanks to our new corporate strategy, our dealer partners, and our international teams we are perfectly positioned to do so.”

The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.

**The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

Sales figures for Europe, North America, and China

Audi recorded more than 1.6 million deliveries last year, including over 223,000 electric vehicles (+36 percent). The two new electric vehicles (EVs), the Audi A6 e-tron* (37,000 units) and the Audi Q6 e-tron* (84,000 units), especially drove demand. Audi achieved delivery records in markets including Canada, Poland, Turkey, and Denmark.

Audi Sport delivered around 36,000 high-performance vehicles (-13 percent) to customers in 2025. The decline is due to reduced availability resulting from model changeover.

In **Europe** (excluding Germany), Audi delivered more than 464,000 vehicles, solidly matching last year. EV deliveries increased approximately 40 percent to around 113,000 units, continuing the positive global trend.

Audi also recorded solid gains in its home market of **Germany**: of the over 206,000 (+4 percent) vehicles delivered, around 41,000 were all-electric (+89 percent). This increase demonstrates how popular the new electric models are with German customers.

In **North America**, Audi delivered more than 202,000 units (-12 percent); approximately 33,000 were EVs (+15 percent) – a new record. In Canada, deliveries reached a record of over 37,000 units (+11 percent).

Competition in **China** remains intense: Audi delivered around 618,000 vehicles (-5 percent) and achieved the leading position among core competitors. The model initiative for the Chinese market will continue at a rapid pace in 2026, with key models including the Audi A6L, the Audi A6L e-tron, the Audi Q5L and AUDI E7X set to launch.

In **overseas and emerging markets**, Audi increased deliveries by around 6 percent to approximately 134,000. All-electric model deliveries rose up to 26 percent (14,000 units). Among the countries with the highest growth were Argentina (+77 percent), Turkey (+28 percent), and Egypt (+21 percent).

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Audi brand deliveries	Cumulative		
	2025	2024	Change vs. 2024
World	1,623,551	1,671,218	-2.9 %
Germany	206,290	198,342	+4.0 %
North America¹	202,143	230,220	-12.2%
China²	617,514	649,900	-5.0 %
Europe (excluding Germany)	464,046	466,209	-0.5 %
Overseas and emerging markets	133,558	126,547	+5.5%

¹ North America excluding Mexico

² China including Hong Kong

Note for the editors: the financial figures for 2025 will be communicated during the Annual Media Conference on March 17, 2026.

Corporate Communications

Alina Seysen

Spokesperson Sales and Marketing

Mobile: +49 152 58832544

Email: alina1.seysen@audi.de

www.audi-mediacenter.com



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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Fuel/electric power consumption and emissions values of the models named above:**Audi A6 e-tron**

Combined electric power consumption in kWh/100 km (62.1 mi): 17.7-13.4;
combined CO₂ emissions in g/km (g/mi): 0; CO₂ class: A

Audi Q6 e-tron

Combined electric power consumption in kWh/100 km (62.1 mi): 19.3-15.1;
combined CO₂ emissions in g/km (g/mi): 0; CO₂ class: A