

## **Audi Group strengthens international leadership team**

- **Coordinated management changes in key positions at Automobili Lamborghini, at Chinese sister brand AUDI, and at the Neckarsulm plant, effective July 1, 2026**
- **Audi CEO Gernot Döllner: “These strategic personnel changes strengthen the Brand Group Progressive worldwide.”**

**Neckarsulm / Sant’Agata / Shanghai, April 30, 2026 – With new appointments at the international top management level, Audi is systematically advancing knowledge transfer between its subsidiaries as well as between the Production and Technical Development divisions. Effective July 1, 2026, Fermín Soneira will assume the role of Chief Technical Officer at Automobili Lamborghini. He succeeds Rouven Mohr, who recently moved to AUDI AG as Member of the Board for Technical Development on March 1. Fred Schulze, currently Head of the Neckarsulm Plant, will take over Soneira’s previous position as CEO of the AUDI and SAIC cooperation project in China. Thomas Bogus, previously CEO of Audi Brussels, will become plant manager at the Audi Neckarsulm plant going forward.**

“These strategic and well-orchestrated personnel changes strengthen the Brand Group Progressive worldwide. We rely on leaders who combine market expertise, operational excellence, and technical competence,” said Audi CEO Gernot Döllner. “With his deep technical expertise and strong product and brand competence, Fermín Soneira brings the ideal qualifications to shape the future of Lamborghini as a technology-driven supercar brand. Fred Schulze assumes responsibility for AUDI in China. A China expert with extensive experience in premium production and holistic vehicle development, he will further sharpen the strategic profile of the young brand and scale its operations. Thomas Bogus, an experienced electric vehicle specialist with deep knowledge of the full value chain, will take the helm at the Neckarsulm plant. With his technical expertise and strategic experience, he will position the Neckarsulm plant to remain competitive over the long term.”

The Audi Group is pressing ahead with its global transformation at a rapid pace. Automobili Lamborghini is consistently advancing its electrification strategy and is already the first supercar brand with a fully hybridized model portfolio. The new AUDI brand is quickly expanding its product portfolio in China: following the start of series production of the AUDI E5 Sportback last year, the AUDI E7X will follow in 2026, with another model planned for 2027. In addition to its expertise in the development and production of premium-class models, the Audi Neckarsulm site is further strengthening its position as a center for artificial intelligence.

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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 21 sites in 12 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](#).

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