

Audi México announces changes in management

- **Tarek Mashhour is leaving the production site in San José Chiapa after more than five years as Managing Director of Audi México**
- **André Richter will become the new Managing Director of Audi México as of April 1**
- **Jacobo Issa, the first Mexican in the history of the Board of Management of Audi México, is ending his work at the site and taking on new responsibilities in the Volkswagen Group**
- **Selene Nascimento Soares will become the first woman on the Board of Management of Audi México as Vice President of Human Resources and Organization from April 1**

San José Chiapa, Puebla, March 13, 2026 — Audi México announces changes to the Board of Management that are part of the company's organizational and strategic development. After a successful period in which the site has continuously developed and processes in the areas of human resources, production and technology have been strengthened, the plant announces the departure of Tarek Mashhour, Managing Director of Audi México, and Jacobo Issa, Vice President of Human Resources and Organization.

The company welcomes André Richter as the new Chairman of the Board of Management of Audi México and Selene Nascimento Soares as Vice President of Human Resources and Organization of Audi México. Both will take office on April 1, 2026. This realignment in the management team marks the beginning of a new era. The new managers bring international experience and new ideas to the location.

Tarek Mashhour is ending his tenure at the helm of Audi México after more than five years. Mashhour, who was part of the design team for the construction of the plant more than a decade ago, led the company through important phases of technological development, operational stability and the transition to electrification. In doing so, he succeeded in closely linking Audi México to the brand's global strategy.

Tarek Mashhour, Chairman of the Board of Management of Audi México:

"It was an honor for me to be able to accompany Audi's growth in Mexico. Working with an exceptional team that demonstrates dedication and talent on a daily basis is something I will always remember. The plant and the country will always remain an important part of my personal and professional career."

Gerd Walker, Member of the Board of Management of AUDI AG Production and Logistics:

"My sincere thanks go to Tarek Mashhour, who shaped our plant in Mexico with extraordinary passion, a clear attitude and a deep sense of responsibility. Under his leadership, a strong team has grown that recently successfully mastered the start-up of the third generation of the Audi Q5."

"At the same time, I am pleased to welcome André Richter as the new Managing Director. With his experience in Mexico as a project manager and planner, his experience from China and his flair for people, he brings exactly the qualities we need in this important transformation phase. I am convinced that he will lead the plant in San José Chiapa into a strong future with courage and vision."

Audi México welcomes André Richter as the new Chairman of the Board of Management of the plant in the state of Puebla. Richter returns to Mexico after ten years, having played a key role as planning director during the construction and start-up phase of the plant in San José Chiapa. His experience in supplier integration, production planning and structural optimization gives him a deep understanding of the site. In addition to his central role in setting up the plant, Richter has international experience gained during his activities in Germany, Mexico and China. Most recently, he gained experience at the FAW-VW Tianjin site in China, where he led transformation and efficiency programs in one of the Volkswagen Group's most important industrial environments. The tasks in his new role as Managing Director of Audi México will include further technological modernization, further development of the operating business and talent development.

André Richter, future Chairman of the Board of Management of Audi México:

"For me, returning to Mexico means resuming a project that is very close to my heart. The plant in San José Chiapa is an example of excellence in the Group — a place where innovation, commitment and talent come together in a unique way. I am looking forward to accompanying the next phase of growth and working closely with the employees. Together, we will continue to strengthen Audi México as an important benchmark in the automotive industry."

Jacobo Issa is ending his position as Vice President of Human Resources and Organization to take on new responsibilities in the Volkswagen Group. During his tenure, Issa strengthened working relationships, positioned Audi México as a modern, attractive employer, and introduced flexible working models and an employee-centric organizational culture.

Jacobo Issa, Vice President of Human Resources and Organization Audi México:

"I am grateful to have created a working environment based on respect, listening and commitment together with a great team. The employees of Audi México have enormous potential. I am sure that the team will continue to deliver excellent results."

In addition, Selene Nascimento Soares will become Vice President of Human Resources and Organization Audi México. Born in Brazil, she has a long international career in the Volkswagen Group and comes from SEAT & CUPRA in Barcelona, where she held responsible roles in the areas of industrial relations, HR governance and compliance.

In her most recent role as Head of Industrial Relations, she led challenging collective bargaining in the context of deep industrial transformation — including the transition to electric mobility — and contributed significantly to operational continuity and stability. Selene is characterized by her ability to combine industrial and strategic corporate goals with modern, sustainable and dialogue-oriented personnel management. With her appointment, Audi México reaffirms its commitment to a strong, responsible and future-oriented promotion of young talent.

Xavier Ros, Member of the Board of Management of AUDI AG Human Resources:

"Jacobo has led the Human Resources and Organization division with great commitment, a high level of expertise and strategic vision. In a crucial phase for the site, he provided important impetus and had a significant impact on the development of Audi México. I thank him for that. At the same time, I am happy to welcome Selene as his successor. With her international experience, her broad professional competence and her strong network within the Volkswagen Group, she has the best prerequisites for aligning HR work and organization in a future-oriented manner."

Selene Nascimento Soares, future Vice President of Human Resources and Organization:

"It is a privilege to be the first woman to serve on the Board of Management of Audi México. I will use my experience in the Volkswagen Group to promote a strong and humane organizational culture, expand talent development and accompany the plant through the upcoming transformation and growth phases."

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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.
