

## **Auto Guangzhou 2025: Audi continues to push ahead with its largest product initiative in China**

- **Audi CEO Gernot Döllner: “Setup in China realigned for the future: the largest model initiative in company history with two partners and two brands in China is gaining momentum.”**
- **The Audi A6L e-tron: the first fully electric member of the A6L model family**
- **The AUDI E SUV concept: preview of the second production model from the China-exclusive sister brand AUDI**

**Ingolstadt/Guangzhou, November 21, 2025 – Audi is consistently continuing its largest product initiative in China to date, demonstrating the brand’s latest progress through its two-brand and two-partner strategy, and reaffirming a long-term commitment to its most important global market. The carmaker has already launched five new market-specific models from local production in the second half of 2025 alone. The company is relying on a differentiated product portfolio of attractive electric cars and highly efficient combustion-engine vehicles. At the auto show in Guangzhou in southern China, Audi and its two partners, FAW and SAIC, are showcasing numerous models that are specifically designed to meet the needs of Chinese customers. With the concept vehicle AUDI E SUV concept, a progressive large SUV, the China-exclusive sister brand AUDI is giving a preview of its second production model shortly after its successful debut.**

Together with its partner FAW, Audi is bringing fully electric models based on the PPE (Premium Platform Electric) to China. The Audi A6L e-tron, the third PPE model developed for the Chinese market, is taking the stage in Guangzhou. It is the first all-electric sedan from the brand with the four rings in China, bringing one of the local premium market’s most successful model series into the electric age. Audi will thus offer two highly attractive models in the prestigious premium C sedan segment: the A6L with a combustion engine powertrain based on the Premium Platform Combustion (PPC) and the fully electric A6L e-tron address diverse customer preferences and continue the success story of the A6L model family in the Chinese market. All new models for China are tailored to the wishes of Chinese customers more than ever before, particularly regarding digital functions and advanced driver assistance systems. This is made possible through strong local development and deepened cooperation with Chinese tech partners.

Audi’s comprehensive product initiative in the Chinese market will continue at a rapid pace over the coming year. With the concept vehicle AUDI E SUV concept, the AUDI brand, newly established together with SAIC, is offering an initial preview of what is to come.

Gernot Döllner, CEO of AUDI AG, says: “We have realigned our setup in China for the future. As a result, with our two partners FAW and SAIC and with two brands, the largest model initiative in our company’s history is gaining momentum. We are moving at a swift pace – we have already launched five new local models in the second half of 2025 alone. Each model is specially designed to meet the needs of our Chinese customers.”

“Our approach – dual brands, two powertrains, and integrating local innovation – is already delivering results”, says Audi China President Johannes Roscheck. “We are acting with determination to secure Audi’s long-term success in China – building on our established leadership in combustion engines while progressively expanding our electric offerings. Progress will continue into 2026 as we add several new models to our market-specific portfolio for China.”

“The AUDI E SUV concept celebrates the new AUDI brand’s first anniversary following the E concept’s debut in Guangzhou,” states Fermín Soneira, CEO of the Audi and SAIC cooperation. “It showcases an unmistakable AUDI design language that gives the SUV a prestigious, progressive stance—with no compromise between sporty aesthetics and interior roominess or versatility. This concept embodies our vision for premium electric mobility by fusing Audi’s engineering heritage with digital innovation to fulfill our commitment in China.”

### **Success story continues in electric form: the Audi A6L e-tron**

With the Audi A6L e-tron, Audi is expanding its iconic model series on the Chinese market for the first time with a fully electric C-segment sedan. The Audi A6L has been one of the most successful premium vehicles in China for decades and is an important part of the brand’s legacy. With the A6 model line, Audi became the first international premium manufacturer to enter the Chinese market almost 40 years ago. This was followed shortly afterwards by an L version with an extended wheelbase, which offered a particularly high level of comfort in the rear – a feature that customers in China still appreciate today. The Audi A6L was the first premium model with an extended wheelbase, pioneering a body style that has since become typical for the market.

The new all-electric Audi A6L e-tron offers a China-specific infotainment system based on the E<sup>3</sup> 1.2 electronics architecture as well as highly sophisticated assistance systems developed specifically for Chinese customers. The wheelbase, which has been extended by 132 millimeters, ensures ample space in the rear. A battery with a gross capacity of 107 kWh, which is larger than that of the global model, enables a range of up to 770 kilometers calculated according to CLTC. The 800-volt technology makes short charging stops possible. In terms of design, the China-specific model stands out, especially thanks to its distinctive front end.

The A6L e-tron is manufactured at the Audi FAW NEV Company in Changchun. The cooperation company between Audi and FAW is responsible for the production of localized PPE models – the [Q6L e-tron](#), [Q6L Sportback e-tron](#), and A6L e-tron – and thus plays a key role in Audi’s largest product initiative in China. Series production of all three models started within one year.

### **The AUDI E SUV concept: preview of an all-electric SUV for China**

With the AUDI E SUV concept, AUDI is presenting the near-production exterior model of a progressive large premium SUV. It is as unmistakable as the AUDI brand itself. The sister brand for China, which was unveiled in November 2024, is specifically aimed at new customer segments in the market for intelligent electric vehicles.

It combines Audi's technological expertise with the innovations of its partner SAIC in China's digital ecosystem. Based on the Advanced Digitized Platform (ADP), developed jointly with SAIC, the AUDI brand is launching models that complement the global Audi brand's portfolio in China. The first AUDI model, the [E5 Sportback](#), was successfully launched in September 2025.

With a length of 5,057 mm, a width of 2,042 mm, a height of 1,786 mm, and a wheelbase of 3,060 mm, the AUDI E SUV concept is positioned as a large all-electric premium SUV. It combines futuristic SUV design, Audi's signature driving dynamics and quattro traction with first-class travel comfort and comprehensive digital connectivity. Two electric motors, one on the front and one on the rear axle, deliver a total output of 500 kW. Together with quattro all-wheel drive, this enables the SUV to accelerate from 0 to 100 km/h in about five seconds.

With the AUDI 360 Driving Assist System, the AUDI E SUV concept features innovative driver assistance systems specifically designed for China. Customized for Chinese traffic conditions and driving scenarios, they enable a relaxed and safe driving experience – on highways, in dense city traffic, and during assisted parking. The concept vehicle is equipped with a 109-kWh battery, which allows for a range of more than 700 kilometers calculated according to CLTC. The 800-volt architecture of the Advanced Digitized Platform can recharge 320 kilometers of range in ten minutes at a fast-charging station.

The E SUV concept translates the AUDI brand's design language, developed exclusively for China, into the prestigious stance of a large SUV. Its exterior design is monolithic, composed, and distinctive. Perfect proportions, short overhangs, and a precisely composed vehicle architecture give the model a dynamic appearance; even when stationary, it seems to be striving forward. With clean surfaces, wraparound lighting graphics at the front and rear, and powerfully sculpted wheel arches, the E SUV concept continues the family design language within the AUDI portfolio, while clearly asserting its own identity. The upright front with digital Matrix LED headlights vertically arranged in the black wraparound loop emphasizes the SUV's confident presence. The production version of the E SUV concept will premiere and be launched in 2026 as the second model from the AUDI brand.

### **About Auto Guangzhou**

With major cities like Guangzhou and Shenzhen, southern China is an important market for premium vehicles. The annual Auto Guangzhou is a major annual automotive trade fair in China since 2003 and is also gaining importance globally. This year the fair will take place from November 21 to 30. More than 100 international and Chinese brands will showcase over 1,000 vehicles across more than 220,000 square meters of exhibition space.

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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.

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