

Employees roll up their sleeves for Audi Social Day

- **Largest international initiative to date with around 100 social projects worldwide**
- **Xavier Ros, Member of the Board of Management for Human Resources: “Audi Social Day is a high point of social commitment at Audi.”**
- **Jörg Schlagbauer, Chairman of the General Works Council: “I am proud of how much passion Audi employees are putting into these initiatives.”**

Ingolstadt/Neckarsulm/Munich/Potsdam/San José Chiapa/Győr, May 16, 2025 – It’s all about working together for a good cause. For the second time, Audi has called on employees worldwide to take part in Audi Social Day. This year, more than 1,100 volunteers are taking part in a total of around 100 projects at Audi sites.

“Audi Social Day is a highlight of social commitment at Audi and connects our workforce across borders,” says Member of the Board of Management for Human Resources Xavier Ros. “I am proud that employees around the world are rolling up their sleeves and taking responsibility for their fellow human beings. In doing so, they are actively putting Audi’s values into practice and making an important contribution to social cohesion at our various sites.” Whether it’s building a car wash for children’s ride-on toys, working in a senior citizens’ center, or participating in environmental campaigns, this year’s Audi Social Day projects are diverse and take into account the social needs in the respective regions. In addition to employees in Ingolstadt and Neckarsulm, employees at the Audi subsidiaries in Munich and Potsdam and at the sites in Mexico and Hungary are also getting involved.

Numerous company representatives are taking part as well. Together with members of Audi top management, Xavier Ros is participating in a barbecue and games event for people with disabilities at Lebenshilfe in Ingolstadt. Audi Chairman of the General Works Council Jörg Schlagbauer is supporting a project for refugees: “Solidarity means not looking away – but listening, helping out, and taking responsibility. Coming into direct contact with refugees makes it clear how valuable this commitment is. I am proud of how much passion Audi employees are putting into these initiatives.”

Plant managers are also involved at their respective locations. In Neckarsulm, Fred Schulze is supporting a project run by the “Big help for little heroes” foundation (*Große Hilfe für kleine Helden*). Along with his management team and a group of trainees, Siegfried Schmidtner is renovating the outdoor facilities at Wasserstern Zoo in Ingolstadt. At Audi México, Audi Hungaria, and the subsidiaries, board members and managers are also offering their support. *Nuevo Vicencio* middle school in San José Chiapa is the focus of various social projects in Mexico, while at Audi Hungaria in Győr, employees are implementing a total of eleven projects, including in children’s homes, facilities for people with disabilities, and sports clubs.

Internationally, there are “plogging” initiatives at all participating locations, whereby employees collect garbage while jogging together.

Audi Volunteer Days have taken place since 2012. The initiative was held globally for the first time in 2023. The next Audi Social Day is planned for 2027.

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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.
