

## **“In 2025, we are systematically pushing ahead with our renewal strategy”**

**Ingolstadt, March 18, 2025 – At the AUDI AG Annual Media Conference, CEO Gernot Döllner and CFO Jürgen Rittersberger assessed the 2024 fiscal year and provided insights into the company’s strategy. Their most important statements at a glance.**

### **Gernot Döllner:**

- “At Audi, the signs point to a new beginning: With the agreement for the future, we have laid the foundation for the consistent reorganization of the company. Together with the employee representatives, we are sending a clear signal for more focus, efficiency, and profitability at our German sites.”
- “We are investing eight billion euros in our German sites. We are setting Ingolstadt and Neckarsulm up to be robust and flexible for the challenging transition to electric mobility.”
- “We are in the process of rejuvenating our entire model range, and by the end of the year we will have the youngest portfolio in our market segments.”
- “As part of our product initiative, we are not only launching new electric models, but also a new generation of combustion engine vehicles and plug-in hybrids. We will manage the production of our last combustion engine vehicles depending on the various developments in the world markets.”
- “2025 will very much be characterized by the renewal of the two popular model series Audi A6 and Q3. At the beginning of the month, we presented the Audi A6 Avant\*, the first model of the new A6 family. The new Audi Q3 will arrive this summer.”
- “We will present the plug-in hybrid version of the Audi A5 on March 25. By the end of the year, we will have launched a total of ten new PHEV models. For us, these models are a central part of our portfolio as we move towards an all-electric range.”
- “2025 will also see us roll out our model initiative in China and the US. In China, we have traditionally been a strong player in the combustion engine business. In order to participate in the growth of the electric car market, we further intensified our product strategy with our two Chinese joint venture partners FAW and SAIC last year.”

***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.***

- “We will launch ten new models in North America by the end of next year. We are also currently assessing various scenarios for additional localization in North America – among other things, to be closer to the needs of local customers and to make ourselves more resilient to global economic uncertainties.”

## Jürgen Rittersberger:

- “We are systematically driving forward the transformation of our company to further increase our efficiency and competitiveness.”
- “To sum up, we have kept Audi on track amid a tense geopolitical and economic situation and closed out the year on financially sound footing.”
- “We are streamlining structures and processes and reducing complexity. Our Performance Program 14 is helping us in this. It is freeing up necessary resources for future investments and laying the foundation for a sustainable increase in our profitability.”
- “2025 will be a very challenging year for us. But we are renewing our product portfolio, and these new offers are now successively reaching the markets. We set the strategic direction in 2024. We will continue on this course in 2025.”

Further information about the Annual Media Conference is available in the [Audi MediaCenter](#).

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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 53,000 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 Avant**

Combined fuel consumption in l/100 km: 8.0–5.0 (29.4– 47.0 US mpg);  
combined CO<sub>2</sub> emissions in g/km: 181–130 (291.3–209.2 g/mi); CO<sub>2</sub> class: E-G