# Leadership change at Audi Communications

- **CEO Gernot Döllner: "With her international experience and strategic clarity, Carolin Strunz will support Audi's realignment."**
- **Dirk Arnold will retire at the end of the year at his own request**

**Ingolstadt, December 10, 2025 – From the coronavirus pandemic to the war in Ukraine and Audi's ongoing transformation, Dirk Arnold has guided Audi Communications through challenging times. He will retire at the end of the year. On January 1, 2026, Carolin Strunz will take on the position of Vice President Global Communications and Corporate Affairs, reporting directly to Audi CEO Gernot Döllner.**

"Audi must remain globally competitive and continue to drive the future of mobility. That requires clarity and credible communication – internally and externally," says Audi CEO Gernot Döllner. "Under Carolin Strunz's leadership, our Communications team will help Audi not only respond to market changes and geopolitical challenges, but actively shape them. With her strategic expertise and cross-industry experience, she will help us communicate complex topics clearly, build trust, and guide our transformation effectively."

**Carolin Strunz** brings more than 20 years of international experience in corporate communications and public affairs. She has held advisory and management positions in innovation-driven companies and organizations across technology, pharmaceuticals, and life sciences. Most recently, as Head of Global Thought Leadership and Executive Communications at Syngenta Group, she was responsible for the global positioning of the company and its Executive Leadership Team. Earlier in her career, she headed her own communications consultancy and worked for the non-governmental organization streetfootballworld as well as the communications agency Scholz & Friends. Carolin Strunz holds an Executive Master's degree in International Negotiations and Policy Making from the Graduate Institute Geneva and a Master's degree in Social Sciences from the University of Fribourg (Switzerland) with a focus on communications, journalism, and international relations.

**Dirk Arnold** is retiring as scheduled and at his own request after more than 17 years at Audi. Gernot Döllner emphasizes: "Dirk Arnold has safeguarded and strengthened the company's reputation in turbulent times with measured judgment and strategic expertise. He has modernized the brand's messaging framework, skillfully moderated crises, and successfully presented our products to employees, journalists, and key public stakeholders. The Board of Management and I thank him for his outstanding commitment and wish him all the best for his well-deserved retirement."

Dirk Arnold has been Head of Global Communications at Audi since 2018, a role that now also encompasses Government Affairs and External Relations. He previously worked at Audi from 1992 to 2002, including as Head of Marketing Germany. He then moved to BMW in 2007, where he held various management positions in communications and marketing, including in the U.S.

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