

“Targeting green mobility”: Markus Duesmann on the change happening right now

Ingolstadt/Passau, October 13, 2022 – At a panel hosted by the Bavarian Media Group, Markus Duesmann, CEO of AUDI AG, discussed his vision of sustainable mobility as well as the current challenges. Alongside Carsten Spohr (Lufthansa) and Joe Kaeser (Siemens Energy), Duesmann took questions from moderator Gabor Steingart. The key statements from Audi’s CEO.

On the energy transition...

- “The global state of affairs underscores the need for industry and society as a whole to move away from fossil fuels even faster than planned. The expansion of renewable energies and the transition to e-mobility are major steps on our path toward an electricity-based society.”
- “Our generation’s task is to make sure future generations will be able to do without fossil fuels. To meet this goal, we need technological innovations now.”

On e-mobility...

- “Whether we’re talking e-mobility in transport, e-fuels in aviation or hydrogen in trucks, we need to set clear technology priorities. In other words, we need cross-industry understanding of how each sector will leverage technology to achieve carbon neutrality overall.”
- “E-cars enter the use phase with a larger carbon footprint because their production is more energy-intensive. That’s where we focus on reducing carbon emissions over the entire product life cycle. For example, through net-zero production or the use of green energy in battery production. The availability of renewable energy is therefore another crucial factor in determining how ‘green’ e-mobility is.”

On Germany’s role as a business location...

- “We are not strong because we build the technologies in Germany, but because we develop them here. Sustainable technologies ‘made in Germany’ in particular allow us to become pioneers and assert our economic strength at an international level.”
- “Of course, we will continue production at our sites in Germany. That’s a definite commitment.”

Audi Communications

Dirk Arnold

Head of Audi Communications

Tel.: +49 841 89-89-92033

E-mail: dirk.arnold@audi.de

www.audi-mediacyenter.com



The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. The brands Audi, Ducati, Lamborghini and Bentley produce at 21 locations in 13 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. In the 2021 fiscal year, AUDI AG achieved a total revenue of €53.1 billion and an operating profit before special items of €5.5 billion. More than 89,000 people all over the world work for the Audi Group, around 58,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.
