

Team Spirit campaign: Audi donates to regional youth sports

Ingolstadt/Neckarsulm, November 10, 2025 – Audi is once again demonstrating social responsibility with its “Team Spirit” campaign and is donating more than 70,000 euros to roughly 50 sports clubs in the region. This year, the initiative, which was launched in 2018, is supporting projects that teach children and young people social skills.

Trust, responsibility, courage, and enthusiasm: Audi’s corporate values are at the heart of this year’s Team Spirit campaign. In this initiative, Audi employees campaign for donations for projects that teach children and young people important values for their future beyond sports. Even in challenging times, Audi assumes social responsibility and is supporting around 50 projects in the Ingolstadt and Neckarsulm regions with more than 70,000 euros.

“The Team Spirit campaign shows what our Audi culture is all about – people who take on responsibility, embody trust, and inspire others with courage. The volunteer commitment of our employees is the driving force behind this initiative,” says Xavier Ros, Member of the Board of Management for Human Resources and Labor Relations Director at Audi. “With these donations, we are bolstering clubs that teach children and young people important values beyond the world of sports. And by doing so, we are investing in community life in our home regions.”

To hand over the donations in Ingolstadt, Audi invited the clubs that had applied for them – along with the employees involved – to the FC Ingolstadt 04 soccer match against Rot-Weiss Essen at the Audi Sportpark on November 8. In Neckarsulm, the donations will be presented at Sport-Union Neckarsulm’s home game against Borussia Dortmund in the Women’s Handball Bundesliga on November 12 at the Neckarsulmer Ballei venue.

The Team Spirit campaign has been an important part of Audi’s social commitment at the Ingolstadt and Neckarsulm sites since 2018.

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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.
