

Vorsprung in China: Audi and SAIC deepen their partnership for future generation of AUDI models

- **Establishment of a dedicated, brand-exclusive Innovation & Technology Center in Shanghai, in cooperation with SAIC, led by AUDI AG**
- **Joint development of future AUDI models built on the next generation of the Advanced Digitized Platform (ADP), starting with four all-new models to be launched in China in the coming years**
- **AUDI AG CEO Gernot Döllner: “Following the successful launch of AUDI and its first model, we are ready to take the next step: establishing a dedicated Innovation and Technology Center in cooperation with our long-trusted partner SAIC to drive Vorsprung in China.”**
- **Jia Jianxu, President of SAIC Motor: “We are taking the next step together, jointly pursuing innovation and leadership.”**
- **Fermín Soneira, CEO of the cooperation project between Audi and SAIC: “This is a historic milestone in our roadmap, paving the way for the next generation of AUDI’s intelligent, connected vehicles in China.”**

Beijing/Shanghai, April 17, 2026 – Building on their long-standing partnership, Audi and SAIC have signed a strategic cooperation agreement to deepen collaboration. The agreement focuses on the full value chain for AUDI’s future models, encompassing R&D, with a dedicated AUDI Innovation & Technology Center to be established in Shanghai.

Since launching its brand in 2024, AUDI has built on its core ethos of “Best of Both Worlds” and the strengths of its synergistic partnerships to attract new customer segments in China. The first generation of models began with the AUDI E5 Sportback in 2025 and will continue with the debut of the first SUV, the AUDI E7X, at Beijing Auto China 2026. The third model is set to launch in 2027. This new agreement will now further accelerate this momentum and expand the portfolio.

“Audi’s ambition is to remain a strong player in China through the ICV era. Our partnership with SAIC and our NEV brand AUDI has been instrumental, allowing us to connect with new customer groups and expand our product offerings to meet their evolving needs,” says Gernot Döllner, Chairman of the Board of Management of AUDI AG. “Following the successful launch of AUDI and its first model, we are ready to take the next step: establishing a dedicated Innovation and Technology Center in cooperation with our long-trusted partner SAIC to drive Vorsprung in China.”

“The achievements of the past two years with AUDI powerfully demonstrate the strength of our partnership,” says Jia Jianxu, President of SAIC Motor. “Now, we are excited to move forward together, building on this foundation to jointly pursue innovation and leadership in the premium electric vehicle market.”

Dedicated AUDI Innovation & Technology Center in Shanghai

At the center of the agreement is the new AUDI Innovation & Technology Center in Shanghai. The entity, led by AUDI AG, will focus on the development of China-specific, intelligent electrification technologies and whole-vehicle development across the entire value chain of intelligent connected vehicles (ICVs). By leveraging the new R&D Center, AUDI aims to accelerate its journey to becoming a leading premium ICV brand in China that offers advanced technology and smart solutions. At the forefront will be AI-powered, immersive smart cabins and advanced driver assistance systems engineered specifically for China’s premium users.

The partners will jointly launch four all-new AUDI models on the next generation of the Advanced Digitized Platform (ADP) – an architecture engineered for tomorrow’s intelligent connected vehicles. The new lineup will extend and complement Audi’s existing portfolio.

Fermín Soneira, CEO of the cooperation project between Audi and SAIC: “The extension of our agreement and the establishment of a dedicated Innovation and Technology Center is a historic milestone for our brand. It paves the way for the next generation of AUDI’s intelligent connected vehicles in China.”

AUDI gains momentum at Auto China 2026

This product initiative builds on the momentum of the E5 Sportback and the AUDI E7X, set for its debut at Auto China 2026. As the first SUV from the new AUDI brand, it embodies the brand’s “no compromise” commitment with leading in-cabin digital experiences, a new benchmark for rear-seat comfort, and in-car entertainment tailored to Chinese customer preferences.

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About Audi

Audi drives transformation and shapes the mobility of tomorrow – with intelligent, electric products.

The premium automotive brand is available in more than 100 markets. Its global production network spans 22 sites in 13 countries. **Vorsprung durch Technik** unites more than 88,000 employees. With courage, passion, responsibility, and trust, they are reinterpreting more than 100 years of automaking tradition for the future. In 2026, Audi is entering Formula 1 with a factory team in a bold expression of its motorsports DNA.

The Audi Group also includes the supercar manufacturer Lamborghini, the luxury brand Bentley Motors, and the motorcycle maker Ducati.

Learn more about the Audi Group [here](#).
