

“We are celebrating the beginning of a new era of clarity for Audi”

Ingolstadt/Milan, September 3, 2025 – With the presentation of the concept car Audi Concept C in Milan, Audi has given a clear preview of the design of future models and opened the next chapter in the company’s realignment. The most important statements made by CEO Gernot Döllner and Chief Creative Officer Massimo Frascella during the event at a glance.

Gernot Döllner

- “Audi set standards in design in the past – and we are now doing so again. We are celebrating the beginning of a new era of clarity for Audi.”
- “Clarity is the principle that not only shapes our design. It is also a fundamental entrepreneurial principle for us: we focus our products, structures and processes on the essentials. In this way, we create space for innovation and technological leadership.”
- “The Audi Concept C embodies what Audi design will stand for in the future: clarity and a reduction to the essentials – including in the interior.”
- “Sports cars captivate. They are a celebration of speed, design, and emotion. As an identity builder, the Audi Concept C will occupy a special place in the Audi portfolio and strengthen the desirability of the brand.”
- “The Audi Concept C is all about pure driving enjoyment. The innovative roof concept, which embodies the design language in both open and closed states, is a distinctive feature. The operating concept combines minimalist design with a wide range of functionality.”
- “Every concept we present is backed by a definite production decision. This means that the Audi Concept C is not a vision of the distant future, but a concrete preview of a production vehicle. This model will be manufactured at our Böllinger Höfe plant.”

Massimo Frascella

- “Audi has always been a daring brand. The brightest moments in our history have involved daring leaps of imagination and innovation, cutting-edge technology, and groundbreaking design. Now it is time to dare again.”
- “At its best, Audi is an unmistakable combination of clarity, technicality, intelligence, and emotion. Radical simplicity is at the heart of our approach. We achieve clarity by reducing everything to the essential: the outcome has to be an emotion.”
- “Our most recognized models share a common DNA: a meticulous focus on simplicity and geometry but with an intelligence that can stir emotion. We have used these qualities from our past to create a design philosophy that will set a clear path for our future. We call it ‘The Radical Next’.”

- “We understand design in its broadest sense: embracing every aspect of the Audi experience. Not just how Audi looks, but how Audi acts, how Audi thinks, and how Audi feels. We want to shape a brand capable of inspiring desire and creating a cultural impact.”

**Global Communications and
Government Affairs**

Dirk Arnold
Head of Global Communications and
Government Affairs
Phone: +49 841 89-92033
Email: dirk.arnold@audi.de
www.audi-mediacenter.com

Product and Technology Communications

Silvia Saporetti
Spokesperson Design
Phone: +49 151 44635001
Email: silvia.saporetti@audi.de



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.
