Rolf Michl

Chief Operating Officer of Audi China

Born in Oberstdorf, Germany, in 1978, Rolf Michl graduated with a degree in business administration from Otto Friedrich University in Bamberg, Germany, in 2006.

In 2007, the Allgäu native began his career at Audi in product marketing. After holding positions in the German and Italian markets, he took on a new role in product management at quattro GmbH in 2011. In his role of project manager for the Audi Sport TT Cup, he established the brand's first racing series in Germany starting in 2014. In the process, he and his team implemented a targeted development program for international young talent.

As Head of Global Product Marketing at Audi Sport, Michl then determined the global marketing profile of the R and RS models as the sporty spearhead of the model range. After a two-year stint at ABT Sportsline GmbH, the businessman returned to Audi Sport GmbH in 2019 as Director of Sales and Marketing. This phase saw the biggest product initiative, including a doubling of sales and record earnings, and the unveiling of the first all-electric Gran Turismo Audi RS e-tron GT.

In 2022, Michl was appointed Managing Director of Audi Sport GmbH, overseeing the business of Audi's high-performance RS models, the vehicle individualization program "Audi exclusive" and all other business areas of the company.

As part of AUDI AG's transformation, Audi Sport GmbH was restructured. Michl became sole Managing Director of the wholly owned subsidiary in September 2023.

In 2023 and 2024, Michl also served as Head of Audi Motorsport. During this time, he led the Audi Sport Team QMS to its first overall victory at the legendary Dakar Rally with a prototype featuring an alternative drive concept consisting of an electric motor and an energy converter.

Since November 1, 2026, Rolf Michl has served as Chief Operating Officer of Audi China.