Rouven Mohr

Member of the Board of Management at AUDI AG
Technical Development

Rouven Mohr, born in 1979 in Saarbrücken, Germany, studied engineering at the Technical University of Kaiserslautern and earned a PhD in Numerical Mechanics.

In 2008, he joined the Research and Development Department of AUDI AG as a testing engineer for chassis durability. In 2014, he was appointed Head of Complete Vehicle Project Management for the Audi A3, TT, Q7, and Q8 models.

In 2017, Mohr moved to Lamborghini S.p.A., where he assumed overall responsibility for Complete Vehicle Development and oversaw the Aventador, Huracán, and Urus models. He then returned to Audi to lead Energy and Weight Management and, in 2020, was appointed Head of Complete Vehicle Verification and Validation.

In January 2022, Mohr became Chief Technical Officer at Lamborghini. In this role, he shaped the brand's technical strategy and oversaw the hybridization of the model portfolio with vehicles such as the Revuelto and the Temerario. He also served as interim head of motorsport activities, including responsibility for the development of the Lamborghini SC63 for international endurance championships.

Since March 1, 2026, Rouven Mohr has been a Member of the Board of Management of AUDI AG and, as Chief Technical Officer (CTO), has been responsible for Technical Development. Since November 1, 2026, he has also been serving as interim Managing Director of Audi Sport GmbH.