Audi strengthens its innovation capabilities in China: New technology center for the AUDI brand in Shanghai

Ingolstadt/Shanghai, November 5, 2026 – Audi is further expanding its local development and innovation capabilities in China. Together with its partner SAIC, the company is opening the new "AUDI Innovation & Technology Center" (AITC) in Shanghai. As the central development hub for the China-exclusive AUDI brand, the AITC is steering the development of future models – from initial vehicle concept through to series production readiness. Around 300 employees will combine Audi's global engineering expertise with the innovative strength of China's technology ecosystem. The goal: shorter development cycles, an even sharper focus on the needs of Chinese customers and greater competitiveness in the world's largest automotive market.

Key facts about the "AUDI Innovation & Technology Center"

- The AITC will serve as the central development hub of the AUDI brand and will steer the entire development of China-specific vehicles for the market-exclusive sister brand.
- Through even closer co-innovation and joint development, the technology center combines Audi's engineering expertise with SAIC's digital innovation capabilities. The deep integration into China's tech ecosystem and the cooperation with local partners enable tailor-made solutions for the market.
- The development activities of the "AUDI Innovation & Technology Center" focus on advanced driver assistance systems and a new, AI-powered in-cabin experience.
- Artificial intelligence will unlock among other things multimodal interaction, agentic capabilities and a new level of personalized in-car experiences for Chinese premium customers.
- Towards this goal, the AITC is working with a leading Chinese AI and cloud platform to explore integrating its AI models into the vehicle architecture from the early development stage.
- Around 300 talents will work in an agile and innovation-driven organization with short development cycles.
- The General Manager of the AITC is Matthias Pfister, the Deputy General Manager is Shan Yunwei.
- The team will develop the next generation of the Advanced Digitized Platform, on which future AUDI models will be based.

Next milestone in Audi's strategy for China

With the opening of the “AUDI Innovation & Technology Center” in Shanghai, Audi is taking another important step in the execution of its strategy for the Chinese market.

With the AITC, the company deepens its strategic partnership with SAIC and demonstrates the consistent development of the AUDI brand. In doing so, it places Chinese customer expectations even more firmly at the center of vehicle development – from initial concept definition and overall vehicle development to software, artificial intelligence and driver assistance systems to continuous over-the-air updates. At the same time, the AITC is strengthening the ability to consistently translate Audi DNA into AUDI models with a high pace of innovation.

"China is a key market for Audi and one of the most dynamic innovation hubs in the automotive industry. To succeed here, we need to develop close to our customers and rapidly translate new technologies into compelling products. Together with our partner SAIC, the new technology center strengthens exactly these capabilities. In doing so, we are making a targeted investment in our long-term competitiveness in China."
Gernot Döllner, Chairman of the Board of Management of AUDI AG

The AUDI brand continues to develop at a rapid pace

The opening of the new “AUDI Innovation & Technology Center” marks the next milestone in the consistent development of the young AUDI brand.

“AUDI was developed specifically for Chinese customers. With the new technology center, we can translate their expectations into our products even more consistently, from the initial idea to software and driver assistance, all the way to continuous digital updates. To achieve this, we combine Audi’s engineering expertise with local development and fast decision-making.”
Fred Schulze, CEO of Audi and SAIC Cooperation

Audi is pursuing a strategy in China with two strong partners and two brands. The AUDI brand, with models developed together with SAIC, was founded in 2024 specifically for the Chinese market and is aimed at particularly tech-savvy premium customers. It combines the Audi DNA in design, driving dynamics, quality and safety with SAIC's local innovation capabilities and deep integration into China's digital ecosystem. The AUDI E5 Sportback was launched as AUDI’s first production model in 2025. This was followed in May 2026 by the AUDI E7X, an all-electric SUV. A third planned model will complete AUDI's first generation.

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Frequently Asked Questions

What is the “AUDI Innovation & Technology Center”?

The “AUDI Innovation & Technology Center” (AITC) in Shanghai is the central development center for the China-exclusive AUDI brand. It steers the entire development process of future AUDI models – from vehicle concept to production readiness.

Why is Audi opening the “AUDI Innovation & Technology Center”?

With the AITC, Audi is expanding its local development and innovation capabilities in China. Being close to customers, local technology partners and China’s innovation ecosystem enables shorter development cycles and solutions tailored for the market.

What technologies is the AITC developing?

Development activities focus on advanced driver assistance systems and an AI-powered in-cabin experience. This includes multimodal interaction, agentic functions and personalized in-car experiences. The AITC is also developing the second generation of the Advanced Digitized Platform (ADP) as the technological backbone of future AUDI models.

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About Audi

Audi combines premium mobility with technological progress and pioneering design. For more than five decades, "Vorsprung durch Technik" has stood for Audi's technological aspirations.

Audi offers a broad portfolio of premium vehicles for different customer needs and regional requirements. The Audi Group is active in more than 110 markets, produces at 21 locations in twelve countries and employs more than 88,000 people. The history of the brand dates back to 1909. Audi has been represented in Formula 1 with its own factory team since 2026.

In addition to the Audi brand, the Audi Group includes the sports car manufacturer Lamborghini, the luxury brand Bentley and the motorcycle manufacturer Ducati.

More about the Audi Group here.