

Audi statement on the current situation

Ingolstadt, October 26, 2026 – Audi is planning its own production site in the United States to strengthen its long-term competitiveness. The public appearance with the U.S. President has raised questions. The company provides context on the decision and the approach taken.

„Last weekend, we announced that Audi is planning its first production site in the United States. Local production in the U.S. is of great strategic and economic importance for Audi.

The U.S. is the world’s second-largest premium automotive market. At the same time, our business there is currently not profitable. Many of our competitors have been producing locally for years. Our own local production will allow us to strengthen our competitiveness, reduce trade and currency risks, and better realize the market’s growth potential. A stronger U.S. business is therefore not a decision against Germany. Rather, it is an important step towards strengthening Audi’s global competitiveness and helping to secure the company’s long-term success.

The trip to Georgia and the public appearance with the President of the United States have raised questions and caused some concern. As a company, we would like to provide context.

An Audi delegation travelled to Georgia to move forward with discussions and negotiations regarding our planned production site. During these talks, we were asked to present our plans publicly together with the President of the United States.

We accepted this invitation solely with Audi’s best interests in mind.

At the same time, we acknowledge that the circumstances surrounding the announcement may have been perceived as a political signal. We take this very seriously.

We remain firmly committed to Audi’s values and principles. Equally, we have a responsibility to safeguard the company’s economic future. We believe these responsibilities go hand in hand and together guide our actions.”

About Audi

Audi combines premium mobility with technological progress and pioneering design. For more than five decades, “Vorsprung durch Technik” has embodied Audi’s technological ambition.

Audi offers a broad portfolio of premium vehicles to meet diverse customer needs and regional requirements. The Audi Group operates in more than 110 markets, manufactures at 21 sites in twelve countries, and employs more than 88,000 people. The brand’s history 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 sports car manufacturer Lamborghini, luxury brand Bentley, and motorcycle manufacturer Ducati.

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