

Martin Sander to take over Sales and Marketing

Ingolstadt, September 2, 2026 — The Volkswagen Group and AUDI AG are filling two key Board of Management positions: Martin Sander, currently Member of the Board of Management for Sales, Marketing and After Sales at the Volkswagen brand, is returning to Audi and will take over the Board of Management responsibility for Sales and Marketing effective October 1, 2026. Marco Schubert will become a member of the Extended Executive Committee of the Volkswagen Group for the North American region. In this new function, he will assume responsibility for the overall management of the North America region and report directly to Oliver Blume, CEO of Volkswagen Group.

Key positions at Audi and Volkswagen newly appointed

- The changes involving Marco Schubert and Martin Sander will take effect on October 1, 2026.
- Marco Schubert is taking on a key leadership role in the Volkswagen Group as a member of the Extended Executive Committee for the North American region.
- Since September 2024, Schubert has served as a Member of the Board of Management at Audi with responsibility for Sales and Marketing. He has also been a member of the Extended Executive Committee of the Volkswagen Group with responsibility for Sales, Marketing and After Sales.
- Martin Sander is returning to Audi. From 1995 to 2022, he held various leadership positions at the four rings.
- Sander brings many years of international sales and market experience, especially in Europe and North America, and is closely connected across both Audi and the Volkswagen Group

Statements on the changes

The Chair of the Audi Supervisory Board, **Manfred Döss**, says: “Marco Schubert has driven one of the largest model initiatives in Audi’s history under challenging market conditions. He has further developed Audi Sales, placed an even stronger focus on customers and strengthened collaboration with importers and dealers. On behalf of the Supervisory Board, I would like to express my sincere gratitude to him. With Martin Sander, we are gaining an internationally experienced sales and marketing expert who knows Audi very well and brings extensive experience in Europe and North America.”

Jörg Schlagbauer, Deputy Chair of the Supervisory Board and Chair of the General Works Council of AUDI AG: “Especially in times of major challenges in international sales markets, strong leaders are needed who provide direction and open up new perspectives. We welcome Martin Sander as someone who knows Audi from the ground up and look forward to constructive collaboration with the shared goal of inspiring customers for the Four Rings. We would like to express our sincere thanks to Marco Schubert for his assured commitment, with which he and his team positioned Audi as a modern and attractive brand with foresight. For his future role in the Volkswagen Group, we wish him every success — also in Audi’s interests.”

Audi CEO **Gernot Döllner** emphasizes: “I would like to thank Marco Schubert for his great commitment to Audi. He has strengthened customer focus, realigned Sales and set important strategic direction for our business in China with the launch of our new sister brand AUDI. Our focus now is on successfully bringing our model initiative to customers and further strengthening Audi in our core markets. With his international experience, his deep knowledge of Audi and his strong network within the Group, Martin Sander is the right appointment for this role. I am very much looking forward to working with him again.”

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About Audi

Audi drives transformation and shapes the mobility of tomorrow – with intelligent, electric products.

The premium automotive brand is available in more than 100 markets. Its global production network spans 21 sites in 12 countries. **Vorsprung durch Technik** unites more than 88,000 employees. With courage, passion, responsibility, and trust, they are reinterpreting more than 100 years of automaking tradition for the future. In 2026, Audi is entering Formula 1 with a factory team in a bold expression of its motorsports DNA.

The Audi Group also includes the supercar manufacturer Lamborghini, the luxury brand Bentley Motors, and the motorcycle maker Ducati.

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