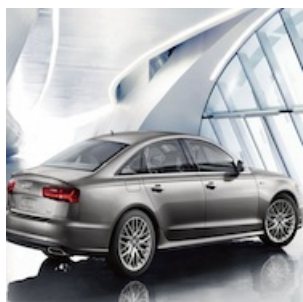


COMMERCE

Audi September sales grew even amid emissions scandal

October 8, 2015



Audi A6

By STAFF REPORTS

The emissions scandal at Audi's parent company Volkswagen appear to have left the automaker's sales largely untouched, with the brand increasing its deliveries 6.8 percent in September.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Last month saw the automaker's best ever September in Europe, with almost 80,000 vehicles delivered, while sales in the Americas rose 11.9 percent. Whether or not Audi's sales will be impacted now that the extent of Volkswagen's deception is clear remains to be seen.

On the rise

In September, Volkswagen is came under fire for an emissions scandal that will impact millions of consumers worldwide ([see story](#)).

Later, Audi has said that 2.1 million of its diesel-powered cars were outfitted with the software its parent company Volkswagen used to cheat emissions tests.

According to [Reuters](#), 1.42 million of the vehicles sold in Europe include the faulty engine, while 13,000 were sold in the United States. Audi, as part of the Volkswagen Group, will have to regain a level of trust from consumers following this news ([see story](#)).

Despite the news breaking in the month, Audi had approximately 170,000 cars delivered in September. Sales in the Americas grew 11.9 percent, while Europe saw an 8.8 percent bump in sales. The launch of the Q7 was a particular driving force in Europe.



Audi Q7

"In light of the difficult market situation in important regions, we view our sales performance in the third quarter positively. Our growth in Europe demonstrates that new models are generating additional volume," said Luca de Meo, member of the board of management for sales and marketing at Audi AG.

By mid-2016, Audi is planning to release 15 new or updated models, a move that it anticipates will boost sales further.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.