

AUTOMOTIVE

Audi aims to lead sustainable premium mobility through transformation

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Audi is putting the focus on sustainability. Image courtesy of Audi

By STAFF REPORTS

German automaker Audi is putting the focus on carbon neutrality through greater efforts surrounding electric cars and ownership alternatives.

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Audi is planning to have its fleet's carbon footprint reduced by 30 percent between 2015 and 2025. Named "Consistently Audi," the strategy aims to make Audi a sustainability leader in the upscale auto market.

"Audi offers the most attractive form of sustainable mobility," said Bram Schot, chairman of the board of management of Audi AG, in a statement. "Our vision stands for a new consistency in the strategic alignment and its implementation.

"We want to create the strongest customer experiences in our industry and thus lead Audi to the forefront of change in the premium segment," he said. "For me, it is crucial that we become a customer-oriented company through and through.

"Our key topics therefore include comprehensive connectivity, a convincing digital ecosystem and highly automated driving with a focus on interurban long distances."

Sustainability strategy

Audi is aiming to make its car production and lifecycle carbon neutral by 2025, and 2050 at the latest. This will include using renewable energy and making more electric cars.

By 2025, Audi will be offering 30 models that are electric. Twenty of these will 100 percent electric, with the remainder plug-in hybrids.

This move reflects consumer demand, and Audi predicts that 40 percent of all of its sales by 2025 will be electric cars.

As part of its efforts, Audi is working to develop fuel-cell drive for its parent company Volkswagen Group.

In addition to its car development, Audi will be working with SIXT to expand its Audi on-demand operations. The

mobility service enables consumers to borrow cars, and by the fourth quarter of 2019, it will be available in 10 countries with up to 10,000 vehicles.

The automaker plans to use Audi on-demand as the brand for both short-term and long-term vehicle rentals.



Audi moved its EVs forward with chauffeur partnership. Image credit: Audi

This strategy comes during a transition year for Audi. The brand's first quarter deliveries and revenues were down year-over-year.

"A prerequisite for the success of our strategic realignment is that we position Audi in a structurally efficient manner and lead it back to financial top performance," said Alexander Seitz, member of the board of management for finance, China and legal affairs at Audi AG, in a statement. "Already in 2018, we established a clearly defined program for this in the form of the Audi Transformation Plan.

"Recent months have shown that our measures are taking effect and that we can at least partially offset the current extraordinarily high adverse factors," he said. "We will build on this in a highly disciplined manner, because our environment and future course will continue to challenge us enormously."

Audi used one of the biggest advertising platforms to bring awareness to its new electronic endeavor, as the EV category grows.

Taking advantage of the biggest commercial day of the year, Audi showcased its new e-tron concepts during the second quarter of Super Bowl LIII. In true Super Bowl fashion, the spot, titled "Cashew," focused on comedy to make an announcement to consumers ([see story](#)).