

AUTOMOTIVE

Audi names new president for US

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

By STAFF REPORTS

German automaker Audi has appointed Daniel Weissland as the new president of Audi of America.

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Mr. Weissland was most recently president/CEO of Volkswagen Group Canada and Volkswagen Canada, where he helped the automaker achieve record growth. He succeeds Cian O'Brien, who had been interim president since May.

New leadership

In May, Audi of America's former president Mark Del Rosso left the company after spending 11 years in leadership roles at Audi and Bentley within Volkswagen Group.

Mr. O'Brien, who is executive vice president/chief operating officer, took over as interim president.

Now, Audi of America has named a new permanent president. Mr. Weissland will begin on Sept. 1, and Mr. O'Brien will retain his role as executive vice president/chief operating officer.

Mr. Weissland began his more than 20-year automotive career with an internship at Audi. He then held roles in sales, marketing and product management, including work in markets such as Greece, Dubai and southern Europe.



Daniel Weissland. Image courtesy of Audi of America

Most recently, Mr. Weissland headed Volkswagen Group and the Volkswagen brand in Canada. Under his leadership, Volkswagen Canada had its strongest year of sales in 2018.

"Daniel is a strong leader of people with deep expertise in our business and a track record for driving consistent sales growth, which makes him an excellent fit for president of Audi of America," said Hildegard Wortmann, member of the board of management for sales and marketing at Audi AG, in a statement. "His belief in a customer-centric approach is vital for the U.S. market amidst a time of transformative change redefining mobility as we know it."

Mr. Weissland joins Audi of America as it makes a push for its electric vehicles.

Earlier this year, 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," focuses on comedy to make an announcement to consumers ([see story](#)).