

AUTOMOTIVE

## Audi ends FY 2020 with record Q4

March 18, 2021



*The Audi Q3 saw strong sales in 2020. Image credit: Audi*

By LUXURY DAILY NEWS SERVICE

German automaker Audi experienced a strong second half to propel its sales revenues to more than 49.9 billion euro, or about \$59.5 billion at current exchange, in the 2020 fiscal year.

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

While deliveries were down about 8 percent from pre-pandemic levels, Audi Group fared better than the global automotive industry, which experienced a delivery decline of nearly 15 percent. Looking ahead to 2021, the automaker is cautiously optimistic as it pushes towards electrification amid the evolving COVID-19 pandemic.

The reporting period was Jan. 1 to Dec. 31, 2020, but Audi published the annual report on March 18.

### Bouncing back

Audi's sales revenues were down from 55.7 billion euro, or \$66.3 billion, in 2019.

The automaker completed more than 1.69 million deliveries in 2020, down from 1.85 million the year prior. However, Audi saw a record 505,583 deliveries in Q4 2020, up from 488,471 in Q4 2019.

"Audi has resolutely faced up to the challenges of the last year and done everything necessary to emerge stronger from the crisis," said Markus Duesmann, CEO of Audi AG, in a statement. "The global consequences of the corona pandemic had a decisive influence on our business year."

Audi's recovery was boosted by stability in its top markets, led by China and follow by Europe and the United States. The automaker also expanded its digital sales and services to better assist consumers during the pandemic.



*The Audi e-tron GT quattro. Image credit: Audi*

Top-range and SUV models were the strongest performers for the year, with deliveries of the Audi Q3 and A6 up by double-digits. The e-tron and e-tron Sportback saw almost 80 percent growth and were the best-selling EV from a German marque.

This year, more than half of Audi's new models will be electrified.

In 2020, Audi introduced its "Future is an Attitude" philosophy, putting sustainability, digitalization and design at the forefront. To usher in this refreshed brand identity, Audi will also unify marketing efforts worldwide ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.