

AUTOMOTIVE

Audi pushes sustainability strategy forward

August 26, 2021



Audi has updated its corporate strategy to focus on electric-vehicles. Image credit: Audi

By LUXURY DAILY NEWS SERVICE

German automaker Audi is aiming to be a leader in sustainability and technology through its evolving Vorsprung 2030 corporate strategy.

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Earlier this month, Audi announced that beginning in 2026, it will only produce new models that are equipped with electric drive systems, and will also start phasing out production of combustion engines through 2033. With its new "progress through technology" approach, the automaker is focusing on zero-emissions driving systems.

"Vorsprung durch Technik' remains necessary because we can only solve many of the world's major problems, such as carbon emissions and global warming, through the use of clean technologies," said Markus Duesmann, CEO of Audi, in a statement. "We view ourselves as a company that guarantees the freedom and individual mobility of our customers.

"We don't simply develop technology for its own sake," he said. "It must be consequential and effective in keeping the world moving."

Vorsprung 2030

The new strategy focuses on growth and differentiation, while providing standards for prioritizing strategic areas of activity. According to the automaker, this involves many components, such as employee training, the corporate culture and a new corporate management system.



Markus Duesmann, CEO of Audi. Image credit: Audi

In addition to phasing out the internal combustion engine, Audi has set out to differentiate its all-electric vehicles from its competitors through quality and design. It hopes these changes, as well as new digital and physical offerings, will allow for closer relationships with customers.

Audi also plans to align business success with sustainable activities on the basis of environmental, social, and governance (ESG) criteria, including climate change mitigation, occupational health and safety, social responsibility and risk management.

"The world and especially the transportation sector are rapidly evolving," said Silja Pieh, chief strategist at Audi, in a statement. "We will respond to changes even more quickly and with greater flexibility in the future."

In June, the automaker released a sustainability-focused campaign spotlighting a special archipelago in Scotland.

Located 10 miles beyond the northern edge of the British mainland, Orkney is attracting attention due to its enlightened approach to renewable energy. In a short film, Audi shared the renewable energy practices in Orkney and how this could help support the automaker's vehicles ([see story](#)).

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