

AUTOMOTIVE

Audi EV deliveries increase by 44pc in 2022, despite overall sales dip

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Audi's numbers are down from last year, but that is not the case for its EV sector. Image credit: Audi

By LUXURY DAILY NEWS SERVICE

German automaker Audi's 2022 sales report indicates that while overall sales decreased this past year, its electric vehicle demand went up.

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The company's total vehicles delivered dipped below 2021 figures, rounding out at about 1,600,000 in 2022. According to the report, however, EV deliveries rose by more than 44 percent compared to the year before, demonstrating the resilient nature of the specialty sector amidst a challenging market.

"Even though we're still facing global economic challenges, we're looking toward the future with confidence," said Hildegard Wortmann, member of the sales management and marketing board at [Audi](#), in a statement.

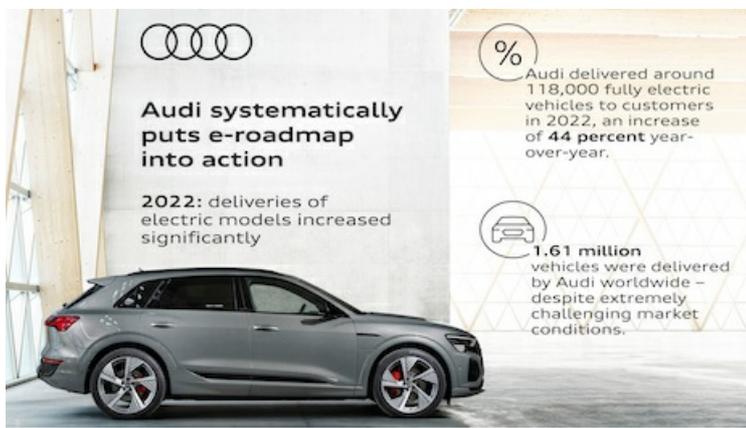
"That's because we're going into 2023, during which we will accelerate the transformation together, with an attractive portfolio, a large number of orders and a highly motivated team."

Turning green

In 2022, Audi delivered 118,196 EVs, marking an increase of 44.3 percent.

The improved EV numbers validate the company's intentions to move towards total electrification, showing the strength of that vertical in particular through overall challenging conditions. Audi states that these numbers affirm plans to put increased resources into its sustainability efforts, quickening the company's pace towards electrification.

"The strong numbers for the all-electric models show us that our clear focus on electric mobility is the right path," Ms. Wortmann said.



Audi systematically continues its electrification strategy and delivered over 118,000 electric models in 2022. Image credit: Audi

Audi reports that by 2026, the company will manufacture electric models exclusively. Currently, the company claims to have the largest EV portfolio in the industry.

The brand previously announced a new model, the Audi Q8 e-tron. It is set to go public this spring, and Audi is currently accepting preorders for the vehicle.

In 2022, global demand for EVs went up by 90.2 percent year-over-year. Audi experienced an all-time high in the United States, delivering 16,177 vehicles a sales increase of 47.3 percent y-o-y.

Of those deliveries, 10,397 were Audi e-trons, signaling a 7.2 percent increase from the year before. Audi e-tron GT quattro, Audi Q4 e-tron and Audi e-tron were all in especially high demand around the world.

While the brand's EV numbers climbed in the United States, total deliveries decreased by 4.7 percent from 2021. Audi delivered 186,875 vehicles around the country.

The company names supply chain difficulties, geopolitical crises and labor issues as the culprits for the sales drop.

Due to the same issues, Audi's worldwide deliveries of 160,310 in 2022 is representative of a 3.5 percent y-o-y decrease. The company had an especially hard time in Chinese markets, with its 642,548 deliveries falling 8.4 percent from the year before.

Amidst global problems, this region also presented bigger challenges, such as semiconductor shortages, as well as the COVID-19 pandemic and temporary closings due to tightening safety regulations.

Just as was the case across other regions, however, EV sales in China were not negatively impacted by these challenges, increasing in deliveries by 9.8 percent. Due to this development, Audi introduced new EV models to this market, with the release of the Audi Q5 e-tron Roadjet, Audi Q4 e-tron and the Audi RS e-tron GT.

"In a challenging and dynamic environment, our global team once again proved its resilience in 2022," says Hildegard Wortmann. "Thanks to extraordinary team spirit, operational excellence and effective sales control, we were able to close out the business year successfully."

In India, total deliveries rose by 27.1 percent, and in Taiwan, by 22.2 percent y-o-y.

In the Middle East, Audi's deliveries increased by 47.9 percent y-o-y. Across Europe, the brand's deliveries were 1.2 percent better than in 2021, as Audi delivered 624,498 vehicles in total.

The Audi Sport experienced strong success across the continent, with deliveries increasing by 30.8 percent since the year before.

Germany was a particularly rewarding market, as deliveries to the country experienced a growth of 18.7 percent from 2021, rounding out at 214,678 units sold. The Audi Sport reached a record number of German deliveries, rising to 12,993 a 43 percent rise from the year before.

The model experienced worldwide success this past year, increasing deliveries by 15.6 percent, with 45,515 deliveries made.

Similar to the company's success in China, EVs did especially well in Germany, increasing by 87.8 percent. Deliveries for the Audi Q4 e-tron increased by 99.4 percent, Audi e-tron GT rose by 29.2 percent and the Audi e-tron rose by 8.5 percent, according to Audi.

These numbers speak to the enormous demand for sustainable driving options. It appears that Audi is listening ([see story](#)).

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