

Fermín Soneira

CEO of Audi and SAIC Cooperation Project

Fermín Soneira was born in 1972, in Gijón, Spain. He studied at the University of Oviedo (Spain) and Osnabrück University of Applied Sciences (Germany) and obtained a Master's degree in Mechanical Engineering and Automotive Engineering in 1998. He then began his professional career at AUDI AG in Chassis Development.

In 2002, he moved to SEAT, where he was responsible for various functions in the Technical Development over the next twelve years. He was in charge of the Chassis area and Whole Vehicle Engineering for all SEAT models from 2006 to 2013.

He returned to AUDI AG in 2014 and took over product strategy and brand positioning for full-size models. In addition, he directed the powertrain, carbon and electrification strategy for all Audi models.

Fermín Soneira was Head of Global Product Marketing at AUDI AG from mid-2016 until the end of August 2020.

From September 2020, he was Head of the Product Line for Electric Models from the A to C Segment (Model series: Q4 e-tron, Q6 e-tron, Q8 e-tron, A6 e-tron and e-tron GT) at AUDI AG.

Since March 2024 Fermín Soneira is the CEO of the Audi and SAIC Cooperation Project. The project has been set up in Shanghai to jointly develop a new China-specific platform for the next generation of premium intelligent, connected vehicles. This cooperation will further expand the Audi BEV portfolio in China with three new models starting in 2025.