

Audi heightens clarity for customers through global standardization of model names

- **Differentiation according to size and positioning independent of powertrain type**
- **Marco Schubert, board member for sales and marketing: “We are providing intuitive orientation for all customers worldwide”**
- **Audi A6 with combustion engine to be revealed globally on March 4**

Ingolstadt, February 3, 2025 – Global standardization and clear orientation for all customers: Audi is strengthening the alphanumeric format of its nomenclature. Going forward, it will represent the size and positioning of each model globally in a unified and transparent way. The previous distinction between electric vehicles and models with combustion engines according to their number no longer applies.

“This decision is the result of intensive discussions and also follows the wishes of our customers as well as feedback from our international dealers,” says Marco Schubert, Member of the Board of Management for Sales and Marketing at AUDI AG. “Our nomenclature now provides all customers worldwide with an intuitive orientation in our portfolio. We choose the names of our models in a way that reveals size and positioning at first glance.”

Going forward, the global alphanumeric model name will consist of one or more letters and a number. The letters A and Q continue to signify the distinction between low-floor and high-floor vehicles. The numbers – currently from one to eight – enable a clear classification independent of the type of powertrain. As a result, the previous distinction between different drivetrain technologies according to even and odd model numbers no longer applies.

Thanks to the orientation according to size and positioning, all-electric models can share the same combination of letters and numbers with combustion-engine vehicles. The necessary differentiation between models and variants in the portfolio is done using the body style (e.g. Avant, Sedan, or Sportback) and the – already established – powertrain code (e.g. e-tron, TFSI e, TFSI, or TDI).

The first new model to use this nomenclature will be the combustion-engine-equipped Audi A6. It stands for the brand’s long and successful history in the full-size segment and will be revealed globally on March 4. Thanks to the powertrain code, the A6 Avant TFSI for example, will be clearly differentiated from the all-electric A6 Avant e-tron. No retroactive name changes are planned concerning models already on sale.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 21 locations in 12 countries. Audi and its partners are present in more than 100 markets worldwide.

In 2024, the Audi Group delivered 1.7 million Audi vehicles, 10,643 Bentley vehicles, 10,687 Lamborghini vehicles, and 54,495 Ducati motorcycles to customers. In the 2023 fiscal year, Audi Group achieved a total revenue of €69.9 billion and an operating profit of €6.3 billion. Worldwide, an annual average of more than 87,000 people worked for the Audi Group in 2023, more than 53,000 of them at AUDI AG in Germany. With its attractive brands and numerous new models, the group is systematically pursuing its path toward becoming a provider of sustainable, fully networked premium mobility.
