

Geoffrey Bouquot named board member for Technical Development at Audi

- **Matrix organization to be introduced in Vehicle Development**
- **Consolidation with the Innovation and Software-Defined Vehicle division**
- **CEO Gernot Döllner: “Getting Audi ready for the future”**

Ingolstadt, December 4, 2024– Just in time for the planned restructuring of Vehicle Development in line with matrix organization principles, Audi is confirming a structural change: effective January 1, 2025, Geoffrey Bouquot will take over as head of the Technical Development division, which will be merged with his previous Innovation and Software-Defined Vehicle (SDV) division.

“With the introduction of our matrix organization at the start of the new year and the restructuring of Technical Development, we are taking an important step towards making Audi more efficient, more competitive, and more resilient,” says Gernot Döllner, Chairman of the Board of Management at AUDI AG. “The main focus here was on flat hierarchies and broad organizational structures, as well as on reducing the number of interfaces, streamlining committees, and the dedicated linking of responsibility and decision-making to defined roles. The time has therefore come to hand over responsibility for Technical Development to Geoffrey Bouquot. Since joining Audi, Geoffrey has provided many important impulses and more than justified the trust placed in him. Together with the entire Board of Management, we are getting Audi ready for the future.”

Geoffrey Bouquot has been a Member of the Board of Management at AUDI AG since June 2024. In addition to his role as Member of the Board of Management for Innovation and Software-Defined Vehicle, Bouquot also fulfilled the role of deputy to the board member for Technical Development at the board level. The decision now taken to combine the two areas is fully in line with the new direction for organizational development at Audi.

“The original decision to create an additional board position for Innovation and SDV reflects the great importance the company places on a cross-departmental and long-term innovation strategy,” said Manfred Döss, Chairman of the Supervisory Board at AUDI AG. “The aim was to give Geoffrey Bouquot as much latitude as possible to develop such a technology and innovation roadmap when he started at Audi. With the reorganization of Technical Development taking place on January 1, the Supervisory Board believes that now is the right time to systematically consolidate the development work into one division to maximize synergies.”

Jörg Schlagbauer, Vice Chairman of the Supervisory Board and Chairman of the General Works Council at AUDI AG: “Technical development at Audi is the driving force behind Vorsprung durch Technik. With the appointment of Geoffrey Bouquot, we are making a clear statement about our comprehensive strategic and technological modernization. Systematic digitalization, streamlined structures, faster decision-making, and improved processes – with the clear goal of more direct value creation in development and thus also in production. That is the future of Audi. We look forward to our work together for the benefit of the employees and the company.”

“I am honored by the trust placed in me and would like to express my sincere gratitude for it,” said Geoffrey Bouquot, Member of the Board of Management at AUDI AG and designated board member for Technical Development. “Over the past several months, together with the entire Audi team, we have been able to lay important groundwork for a paradigm shift towards the integral development of vehicles with software as a central element. Vorsprung durch Technik and the power of innovation are two fundamental pillars of our product promise. By combining the two business areas, we will bring this promise to life even more.”

Before joining Audi, Geoffrey Bouquot served as chief technology officer and senior vice president of strategy for an international automotive supplier. He managed large software engineering units and was responsible for the strategic management of long-term innovations, for example in the field of artificial intelligence and automated driving. His responsibilities also included managing the global R&D network of 20,000 engineers and 20 research and 40 development centers. Prior to that, he served as a technical adviser for industrial affairs to the French Minister of Defense.

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In 2023, the Audi Group delivered 1.9 million Audi vehicles, 13,560 Bentley vehicles, 10,112 Lamborghini vehicles, and 58,224 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.
