

Save the date: Audi to unveil the new A6 Avant

Ingolstadt, February 25, 2025 – The Audi A6 Avant celebrates its world premiere on March 4 at 2 p.m. Almost five decades after the debut of the Audi 100 Avant, the new generation of the A6 is now being launched, representing first-class travel in the premium full-size segment.

At Audi, the name Avant has stood for vehicles with a sporty and stylish aesthetic, superior functionality, and outstanding driving dynamics since 1977. CEO Gernot Döllner: “We are writing the next chapter in our Avant history. The new Audi A6 unites an elegant and dynamic design with exceptional aerodynamics. Efficient yet high-performance drive systems and cutting-edge suspension technology combine sportiness with a high level of comfort, making traveling in the A6 a first-class experience.”

With this model, the company is continuing its product initiative that began in 2024. The modernization and rejuvenation of the portfolio is part of the Audi Agenda, with which Audi is positioning itself for the future in the face of intensified competition. “With the A6, we are now renewing an important model series,” affirmed Döllner.

Audi invites the media and the public to witness the first showing of the new Audi A6 Avant. You can follow the presentation on March 4 at 2 p.m. here: www.youtube.com/@Audi

All information, photos, and videos for the new Audi A6 Avant will be available on March 4, as of 2 p.m. in the [Audi MediaCenter](#).

Product and Technology Communications

Julia Winkler

Spokesperson model series Audi A3, A6,

PHEV, aerodynamics

Mobil: +49 152 57719829

Email: julia.winkler@audi.de

www.audi-mediacycenter.com



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.
