



Audi in May outlined a strategy focused on sustainability that includes having 30 models with electrified drivetrains, of which 20 will be fully electric, by 2025. Audi have earmarked €14bn euros toward electric mobility, digitalisation, and autonomous driving—and a great deal of money toward improving their standing in the ultracompetitive premium sector, where they trail Mercedes-Benz and BMW in global sales. Audi CEO Bram Schot says "The main challenge is a combination of two things, markets and investments. Next year will remain challenging on the markets side, including in China, but we are slightly optimistic on the outlook for the premium segment there. We foresee Europe being stable, but the quality of sales has already deteriorated a little bit. We anticipate a lot of pressure in the U.S., where we would be happy to see a stable market. Therefore, if you want to improve your results and market situation, it will be even more important to improve your own performance. We expect to have electrified models account for 40% of our global sales in 2025".