

March 2024

Audi in Brazil (Curitiba / São José dos Pinhais)

Facts & Figures (as of December 31, 2023)

- Audi production start: 1999
- Production (2023): 1,364 automobiles
- Managing Director: Daniel Rojas
- Employees: 123
- Site footprint: 1,300,000 square meters
- Good to know: Only Audi production site in South America

Current model series at the location

Audi Q3

Profile of location

Audi do Brasil has been manufacturing the models Audi Q3 and Audi Q3 Sportback at its plant in São José dos Pinhais in the state of Paraná since mid-2022. The Audi Q3 has been the gold standard in its segment following the introduction of its current generation to the Brazilian market in 2020. It became the best-selling Audi in the country in its very first year.

The history of Audi production in Brazil began at the site in 1999 with the first generation of the Audi A3, which was produced until 2006 when the plant went into hiatus. In 2012, the Brazilian government created Inovar-Auto, a subsidy program for technological innovation and strengthening the production chain for motor vehicles. Consequently, Audi do Brasil decided to manufacture vehicles in the country again. To that end, the company invested around €150 million in the Paraná plant. Production at the updated facility started in 2015 with the A3 Sedan, which was built there until the end of its life cycle in 2020.



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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 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.
