

## Audi Sport GmbH

### Facts & Figures (as of December 31, 2025)

- Founded: 1983
- Managing Director: Rolf Michl
- Employees: around 1,000
- Operational areas: Development and production of high-performance models, including product marketing, Audi Exclusive (customization), Audi Sport Performance Projects

### Portrait

Audi Sport GmbH – formerly quattro GmbH – is headed by Rolf Michl and shapes the sporty, exclusive image of the brand with the four rings. Only the sportiest models are permitted to use the abbreviations R and RS. In addition to the dynamic models, the company handles customizations through the Audi exclusive program, and Audi Sport Performance Projects provides services for customer racing and the Racing Legends project.

Audi AG entered Formula 1 for the first time in 2026. Operational responsibility for the project lies with Audi Motorsport AG in Hinwil, Switzerland.

### **The model portfolio – Exceptional performance on four wheels**

The portfolio currently includes eight models. Customers interested in buying a car from the sporty Audi subsidiary can also have Audi exclusive customize their purchase. The models offered range from the compact Audi RS 3\* with its legendary five-cylinder engine to the RS 5 and the RS Q8\* with a twin-turbocharged eight-cylinder engine and the fully electric sporty RS e-tron GT performance\*. Furthermore, Audi Sport is entering a new era with the first high-performance plug-in hybrid, the Audi RS 5\*. It comes with a world-first quattro with dynamic torque control that makes the car more agile and stable. In addition, it offers a fully electric range of over 80 km and thus takes everyday usability to a new level. Audi Sport delivered more than 36,000 high-performance vehicles worldwide in 2025, a decline of around 13 percent. The decline is attributable to limited product availability as a result of the model change.

***The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.***

*\*The collective fuel/electric power consumption and emissions values of all models named and available on the German market can be found in the list provided at the end of this text.*

### **Production – Craftsmanship meets smart factory**

Around 1,000 employees are part of the Audi Sport GmbH family, which has been registered as a high-performance vehicle manufacturer since 1996. Audi Sport GmbH's headquarters are in Neckarsulm. The Performance Projects division is based in Neuburg an der Donau and rebuilds historic race cars to be sold to enthusiastic customers.

At Audi Böllinger Höfe, the flagship of series production near Neckarsulm, employees of Audi Sport GmbH manufacture the most powerful and most sustainable cars that the brand with the four rings has to offer: the S e-tron GT\*, the RS e-tron GT\*, and the RS e-tron GT performance\*. Craftsmanship and the smart production of the future come together on an area of almost 40,000 square meters.

In addition, production at Audi Böllinger Höfe is net carbon neutral. To achieve this, Audi uses green electricity and heat from renewable sources. Carbon emissions that Audi cannot yet avoid by way of renewable energy sources are offset using so-called carbon credits from certified environmental projects. Audi Sport Production is thus making a significant contribution to Audi's Mission:Zero environmental program for systematically sustainable production. All Audi sites have had net carbon-neutral production processes since 2025.

### **Motorsports – The DNA of Audi Sport**

Audi Sport GmbH's motorsport know-how is reflected in all its models. Audi Sport has stood for "Vorsprung durch Technik" in international motorsports since 1981. Whether at the World Rally Championship, Pikes Peak, super touring car championships, DTM, GT racing, Le Mans prototypes, Formula E, or Rallye Dakar: In an impressive performance, Audi has triumphed in all motorsport projects with numerous victories and major championship titles. In customer racing, international customer teams compete for victories in circuit racing using models from Audi Sport GmbH. The models: the Audi RS 3 LMS and the GT4, GT2, and GT3 variants of the Audi R8 LMS. The 2023 season marked the end of Audi Sport customer racing's strategic involvement, developed by the company alongside its customers' comprehensive programs. However, racing series, the public, and the media can still look forward to exciting motorsports in the tradition of the four rings, as many customer teams will continue to use products and services from Audi Sport for global categories in 2026. They will continue to benefit from the service they've come to rely on, including comprehensive parts supply from Audi Sport and its regional partners in Asia, Australia, Europe, and Canada.

### **Audi exclusive: Audi Sport GmbH leaves no wish unfulfilled**

The Audi exclusive customization program also contributes to the success of Audi Sport. For example, Audi Sport GmbH offers numerous equipment packages that include, among other features, red stitching for nearly all models in Audi's portfolio. At the same time, the Audi exclusive team focuses on meeting customers' individual needs.

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From custom paint jobs and luxurious interior options with high-quality leather, embroidered decorative stitching, and selected woods to limited special editions – the wide range of options means practically no wish goes unfulfilled. This is appreciated by customers around the world.

The Audi exclusive vision: To translate Audi customers' customization concepts into attractive personal offers and provide them with a unique experience. This extends to digital solutions, such as the "Audi exclusive Customizer," a 3D visualization tool that customers can use to design their cars in thousands of individual combinations to create their own personal special edition.

### **40 years of pioneering spirit**

As the ancient Greek philosopher Heraclitus said, "The only constant in life is change," and that is also true for Audi Sport GmbH. There has always been, and always will be, transformation: quattro GmbH was founded in 1983 to secure the quattro name and marketing rights. What began in the mid-1980s with high-quality accessories and sports gear went on to become a success story. At the 1995 International Motor Show, quattro GmbH presented the first customized Audi models, including the Audi A8 and the Audi Cabriolet. The following year, quattro GmbH was officially registered as a car manufacturer – the first in-house model was the Audi S6 plus. Today, the initial handful of people has grown into a team of around 1,000 dedicated employees.

The Audi Sport GmbH recipe for success is its team that is always daring to try new things while still remaining true to its intrinsic character. Going forward, the sporty Audi subsidiary is pursuing a consistent electrification strategy. The brand-new Audi RS 5\* is just one model paving the way for a fully electric future without compromise.

### **Communications Product & Technology**

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## About Audi

Audi drives transformation and shapes the mobility of tomorrow – with intelligent, electric products.

The premium automotive brand is available in more than 100 markets. Its global production network spans 22 sites in 13 countries. **Vorsprung durch Technik** unites more than 88,000 employees. With courage, passion, responsibility, and trust, they are reinterpreting more than 100 years of automaking tradition for the future. In 2026, Audi is entering Formula 1 with a factory team in a bold expression of its motorsports DNA.

The Audi Group also includes the supercar manufacturer Lamborghini, the luxury brand Bentley Motors, and the motorcycle maker Ducati.

Learn more about the Audi Group [here](#).

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**Fuel/electric power consumption and emissions values of the models named above:**

**Audi RS 3**

Fuel consumption combined in l/100 km: 9.4 – 9.1 (25.0 – 25.3 US mpg);  
CO<sub>2</sub> emissions combined in g/km: 214 – 207 (344.4 – 333.1); CO<sub>2</sub>-Classes: G

**Audi RS 5**

Fuel consumption (weighted, combined): 4.5-3.8 l/100 km (52.3-61.9 US mpg) (preliminary values); power consumption (weighted, combined): 18.7-17.7 kWh/100 km (preliminary values); CO<sub>2</sub> emissions (weighted, combined): 102-86 g/km (164.2-138.4 g/mi) (preliminary values); CO<sub>2</sub> class (weighted, combined): C-B (preliminary values); Fuel consumption on discharged battery (combined): 10.2-9.5 l/100 km (23.1-24.8 US mpg) (preliminary values); CO<sub>2</sub> class on discharged battery: G (preliminary values)

**Audi RS Q8 SUV**

Fuel consumption combined in l/100 km: 13.6 – 13.0 (17.3 – 18.1 US mpg);  
CO<sub>2</sub> emissions combined in g/km: 310 – 295 (498.9 – 474.8); CO<sub>2</sub>-Class: G

**Audi S e-tron GT**

Combined electric power consumption in kWh/100 km: 19.7-18.0  
combined CO<sub>2</sub> emissions in g/km (g/mi): 0; CO<sub>2</sub>-Class: A

**Audi RS e-tron GT**

Combined electric power consumption in kWh/100 km: 21.1 – 18.4;  
combined CO<sub>2</sub> emissions in g/km (g/mi): 0; CO<sub>2</sub>-Class: A

**Audi RS e-tron GT performance**

Combined electric power consumption in kWh/100 km: 20.8-18.7  
combined CO<sub>2</sub> emissions in g/km (g/mi): 0; CO<sub>2</sub>-Class: A