

Audi in Neckarsulm

Facts & Figures (as of December 31, 2025)

- Founded: 1873 in Riedlingen (headquartered in Neckarsulm since 1880)
- Production (2025): 181,454 cars
- Plant manager: Fred Schulze
- Employees: 15,509
- Site footprint: 1,350,000 square meters
- The Neckarsulm site is evolving into a Competence Center for artificial intelligence and digitalization and, in addition to its own innovative strength, is also utilizing partnerships, particularly in the Heilbronn ecosystem.

The current model series at the location

Audi A5, Audi A6, Audi A8, Audi e-tron GT

Profile of location

The Audi site in Neckarsulm stands for successful transformation. The ability to change is deeply rooted in its DNA and forms the basis of its long-term success – from its origins as a knitting machine factory to the ultra-modern automobile production of today.

AUDI AG is one of the largest employers in the Heilbronn-Franken economic region. 15,509 people work here for the Mobility of the Future. On floor space of approximately one million square meters, the company produces the A5, A6, A8, and e-tron GT models and all their variants. At the Böllinger Höfe industrial park near Heilbronn six kilometers away, AUDI AG adds approximately 300,000 more square meters to its Neckarsulm footprint. This is where Audi Sport GmbH has its headquarters, and it is also the birthplace of the fully electric Audi e-tron GT.

Thanks to forward-looking investment, the plant has the structures and abilities needed for both small-series and volume production. It is therefore robust and broadly positioned for the production of vehicles with combustion engines, hybrid technologies, and fully electric models.

Competence Center for artificial intelligence and digitalization

From Production and Logistics to IT and Technical Development, Audi is driving forward the use of artificial intelligence in all divisions and is focusing on the Neckarsulm site. As well as decades of experience in automotive manufacturing and the company's own innovative strength, the proximity to the Heilbronn AI ecosystem is also a decisive factor. Audi is accelerating the transfer of innovations into the company through partnerships with renowned universities, scientific institutions, and start-ups. Audi Initiative plus (AI+) is the umbrella brand for all activities in the Heilbronn ecosystem. Audi has been a member of the Innovation Park for Artificial Intelligence (IPAI) since 2023.

Small-series production at Böllinger Höfe plays a special role in the digitalization of production and logistics. In a real laboratory at the site, a test environment within production, Audi is testing intelligent solutions for the fully networked, smart factory and developing them further for use in large-volume production.

Production and logistics

Audi employees at the Neckarsulm site work continuously to optimize processes and develop innovative IT solutions that advance digitalization and automation in production and logistics.

- **Edge Cloud 4 Production:** In the shape of the local server solution Edge Cloud 4 Production, Audi is shifting the paradigm in automation and laying the foundation for the future use of artificial intelligence. Centralized control via servers brings more process security and reduces maintenance effort. Following successful integration into assembly at Böllinger Höfe, Edge Cloud is now going into operation at the Neckarsulm plant. In the body shop for the Audi A5 and Audi A6 series, the technology is being used for the first time in highly automated facilities for large-volume production. Going forward, Audi will roll out this innovation to other plants within the group.
- **ProcessGuardAI**, the first scalable modular system for AI-controlled production process monitoring, combines expert knowledge with facility and process data for early fault detection and tailor-made problem-solving.
- At the Neckarsulm site, **Weld Splatter Detection (WSD)** detects weld splatter on the vehicle underbody and marks it with light. An AI-controlled grinding robot takes over the ergonomically challenging task of removing the weld spatter.
- In the Neckarsulm paint shop, Audi is piloting **AI-supported dryer control**, the first use case from the IPAI partnership. Facility parameters optimized by AI mean that large amounts of energy and costs are saved.

Efficient production is enabled by perfectly coordinated processes in logistics and production. The Audi Supply Chain communicates our customers' needs to the plants, co-ordinates with approximately 1,000 suppliers, and finally delivers the cars to the customers. In this way, it ensures that vehicle production and market supply are punctual, flexible, and efficient. What it takes is speed, transparency, reliability, and digital factory transformation.

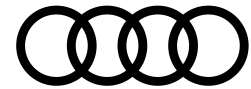


- **Smart logistics:** A completely **new infrastructure** consisting of **automated guided vehicles** (AGVs) is being created in the assembly hall for the new A5 and A6 model families. They have been in operation since summer 2025 and continuously supply the line with parts, such as bumpers and front-end modules, as well as with options from the “supermarket,” where parts such as floor mats or bumpers are brought in the required order. AGVs thus reduce the employees’ workload. They take on strenuous tasks such as transporting heavy parts. The use of automated guided vehicles will be expanded further in 2026. In total, around 200 AGVs are in use at the site.
- **Pearl chain principle:** An algorithm calculates the **best sequence** for the assembly line from nearly two trillion possibilities six days in advance, following the pearl chain principle. The algorithm uses information on ordered cars while taking into account the associated workload for the employees in all work areas so they can be utilized most effectively.
- **Optimization through data:** An interdisciplinary project team from Audi Supply Chain is continuously working on further optimizing the management of the plant. To do this, Audi Supply Chain uses the broadest possible database from the entire value chain. This networked information creates transparency across supply chains and enables precise forecasts – an essential basis for efficient, stable and forward-looking production supply.
- **New paint shop:** The **general overhaul** of the paint shop at the Neckarsulm site will be completed in 2026; the paint shop will then be one of the most modern in the automotive industry. Processes have been optimized and particularly environmentally friendly procedures and technologies have been implemented. The new facilities set new standards in the automotive industry and are suitable for vehicles with combustion engines, hybrid technologies, and fully electric models.

Technical Development

Technical Development at Neckarsulm is where cutting-edge drive concepts are created. In addition to **efficient combustion engines** and hybrid systems, the development of the high-voltage battery portfolio for **fully electric vehicles** is also a key focus there. This means Technical Development will continue to grow and strengthen in the future.

- **New high-end building for Technical Development:** The multifunctional Technical Development building will serve as a pilot space and think tank for new, efficient ways of working. Here, Technical Development experts will collaborate under one roof in modern office spaces, workshops, and test stands. In planning the more than 600 workspaces, the focus was on ease of information transfer and communication, as well as on optimal organization of the various divisions within Technical Development.



- **Competence Center for high-voltage batteries:** Audi is expanding high-voltage battery development and is focusing on the Neckarsulm site. In the battery technology center, employees are testing new high-voltage storage modules for various electric vehicles. The newly established expertise in high-voltage batteries in Neckarsulm also benefits from synergies with the lightweight construction center at the site.
- **The right material in the right place in the right amount:** The engineers in Audi's light-construction center develop not only for the Audi brand, but for the entire Group. This requires finding solutions to the requirements of models with alternative drive systems, such as the battery housing for electric models. The goal is to design a car body that is as light and stable as possible while remaining cost-efficient. The body of the future will therefore consist of an intelligent mix of materials. The development of parts now employs simulation models depicting a digital twin of the real cars. This allows us to bring new technologies to mass production using a minimum number of test vehicles.

Audi as an attractive employer

Through qualification and advanced training, Audi empowers its employees to develop key skills for the future. Employees are actively involved in shaping the transformation to be successful – this requires a fresh look at training activities.

- Audi is constantly adapting its vocational training, study places, and further training courses to strategically relevant areas for the future. For example, a one-week course on AI has been an integral part of training in two professional fields since September 2025.
- With its **qualification programs, such as “Digital Shift – in Production and Logistics,”** Audi is expanding IT expertise among employees at its Neckarsulm site.
- Employees can get trained for the **development of high-voltage batteries.** Participants have access to tailored education programs at a range of universities. They also take various learning modules at the Audi Academy and can put the knowledge they gain directly into practice.
- In partnership with various advanced training service providers, a qualification program was established to train employees in the **development of electric drive systems.** The program supports the transformation of the workforce in engine development and prepares them for the future with AI assistance.
- In **advanced training to become an electrical specialist** in battery and vehicle technology, employees learn about the potential hazards of handling batteries, and everything else they need to know for their daily work.



- In the Böllinger Höfe industrial park, Audi has set up an **advanced training center for electromobility, car IT, and automotive engineering**. In the direct vicinity of the Audi e-tron GT quattro production site, employees can use digital learning methods to develop their professional skills.
- The **educational campus in Heilbronn** affords employees at the Audi site in Neckarsulm numerous prospects to help advance the digital factory transformation and the transition to electric mobility.

Careers

- AUDI AG is one of the largest employers in the region: 15,509 employees work at the Neckarsulm site (as of: December 31, 2025).
- As a future-oriented company, AUDI AG offers many trainee positions in the region: In September 2025, 226 young people began their vocational training at Audi.
- In early October 2025, 30 new recruits who will work at Audi during their practicum phase began a program at the Baden-Wuerttemberg Cooperative State University.
- On December 31, 2025, a total of 673 trainees and 96 dual students were employed at the Neckarsulm site.

Audi Forum Neckarsulm

Audi Forum Neckarsulm is making a mark in the region and far beyond it. Since its opening in May 2005, more than three million people have visited this brand experience center. Over more than 10,000 square meters, visitors and fans can discover the magic of the Audi brand, the company, and the Neckarsulm site.

- This is where new car owners come to pick up their Audi. Exhibits offer insight into the company's history and its current product range and production. The Audi Exclusive Studio offers comprehensive services that go far beyond the design options of the standard series.
- The conference center provides business customers a space for meetings and creative workshops.
- The in-house restaurant Nuvolari offers high-end dining.
- The Audi Forum is a brand experience world and also the gateway to the site. From here, experience tours through the plant begin. Tour guides provide participants with insights into automobile production and bring them closer to the site and its special features. The interactive online offering AudiStream also enables a virtual window into the production processes at the Neckarsulm site.
- The building also doubles as a venue for a variety of cultural events, from book readings to concerts and technology workshops.

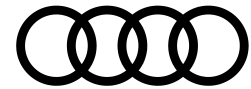
Environmental and social engagement

Audi's Mission:Zero environmental program

Mission:Zero is the Audi environmental program for consistently sustainable production. All activities and measures for reducing our ecological footprint at Audi sites worldwide in administration, production, and logistics are bundled here. The focus is on Audi's key fields of activity in **decarbonization, water use, resource efficiency, and biodiversity.**

Mission:Zero at the Neckarsulm site

- **Net carbon-neutral production:** Since 2025, all vehicles in Neckarsulm have been produced with net carbon neutrality. The entire energy requirement for electricity and heat comes from renewable sources. Emissions that cannot yet be avoided are offset by Audi through the purchase of compensation certificates of the highest quality standards, such as the "Gold Standard." Net carbon neutrality has been certified by independent auditors.
- **Sustainable water use:** Audi can significantly reduce water consumption at the Neckarsulm site by setting up a water cycle with the sewage treatment plant operated by Unteres Sulmtal next to the plant. When it goes into operation in 2026, up to 70 percent of fresh water can be saved. Audi will further treat the water for production using filter systems and membranes. Afterwards, the processed water flows back into the treatment plant. **The aim is to cut consumption of water in half by 2035.**
- **Resource efficiency:** New procedures in the paint shop ensure that vehicles are painted in the most environmentally friendly way possible. Dry separation, a fillerless process, and modern exhaust air purification significantly reduce the consumption of energy, water, and carbon emissions.
- **Recycling:** Audi introduced the **Aluminum Closed Loop** at the Neckarsulm site in 2017. Aluminum sheet offcuts from the press shop are sent directly back to the supplier companies, who process and recycle them. Audi then reuses these reprocessed aluminum sheets in its production process.
- **Climate protection in Audi Logistics:** All of the rail traffic at the Neckarsulm site with DB Cargo is climate-neutral. A train with an electric drive is used for shunting between the trailer yard and the plant grounds. Since the beginning of 2025, the first electric truck has also been used for material deliveries in Neckarsulm. The company is gathering important insights into this environmentally friendly drive technology on a test route of almost 480 kilometers in a round trip. Electrified drives in road transportation are an important component in Audi Supply Chain's roadmap for sustainable logistics at the site.
- **Biodiversity:** Audi is committed to protecting biodiversity. Measures undertaken at the site include flower meadows, greening building facades and roofs, nesting boxes for birds and bats, beehives, an insect hotel, and green areas with domestic plants, trees, and shrubs.



Involvement in the region

- As a **good corporate citizen**, Audi is part of society: As one of the largest employers in the region, Audi also campaigns for social cohesion, solidarity, and volunteer work outside the factory gates. Audi therefore regularly collaborates with municipalities, local companies, associations, and educational and social institutions.
- Audi supports various social institutions in the region, for example with donations.
- As part of an **inclusion program** sponsored by Audi Neckarsulm and the Astrid Lindgren School in Neckarsulm, young people with mental and physical disabilities are given insights into professional life. The school students work at learning stations at the Audi plant in addition to their classroom work.
- Other **collaborations and partnerships in science and education** include the experimental science center in Heilbronn, the “Kreative Köpfe” (creative minds) competition for creative and inventive school students, the University of Heilbronn, the Campus Founders entrepreneurship and innovation center in Heilbronn, and the Innovation Park Artificial Intelligence (IPAI).
- Audi works with partners in government, public transportation, and other companies to improve the transportation situation in the region as part of the **Heilbronn-Neckarsulm Mobility Agreement**.
- Audi has been operating a **charging network** for electric vehicles at its locations in Germany since 2018 and is expanding it further. On the factory grounds in Neckarsulm and at the boundaries of the Neckarsulm and Heilbronn sites, there are now around 770 charging points; around 30 are quick-charging points.
Three buffer storage units supply the charging points with power. Each comprises 198 battery modules with 12 cells each, which come from dismantled Audi test vehicles.
- Audi Neckarsulm supports **sports clubs and events** in the region. In 2023, the site extended its partnership with TSG Hoffenheim to 2027. Audi has been one of five main sponsors of Sport-Union Neckarsulm since 2024. The Friedrichshall sports club is another long-standing sponsoring partner. Cooperations with the Trollinger Marathon in Heilbronn and the Triathlon Heilbronn also continue.

History

1873	Christian Schmidt and Heinrich Stoll establish a workshop for the production of knitting machines in Riedlingen on the Danube.
1880	The company relocates to Neckarsulm
1886	Bicycle production begins
1900	Motorcycle production begins



1906	Production of automobiles begins (“Original Neckarsulmer Motorwagen”)
1928	Automobile production ends and the factory in Heilbronn is sold
1933	Ferdinand Porsche commissioned to build the NSU/Porsche Type 32, the VW Beetle’s predecessor
1945	Part of the plant is destroyed in World War II; production gradually resumes beginning in mid-1945
1955	NSU Werke AG is the world’s largest motorcycle plant
1958	Automobile production resumes with the NSU Prinz I to III
1964	Production of the NSU/Wankel Spider, the world’s first production car with a rotary piston engine, begins
1967	Series production of the NSU Ro 80 begins; due to its futuristic design and rotary piston engine, it is voted “1968 Car of the Year”
1969	Merger with Auto Union GmbH Ingolstadt to become Audi NSU Auto Union AG; the majority shareholder is Volkswagen AG
1974/75	The site is threatened with closure during the oil crisis. In the legendary “March on Heilbronn” in April 1975, employees fight successfully to save the plant.
1975	To better utilize production capacity, contract manufacturing of the Porsche 924 begins; the Porsche 944 follows shortly thereafter
1982	The Audi 100 achieves a world-record coefficient of drag (Cd) value of 0.30
1985	Introduction of the fully galvanized car body in the Audi 100 and Audi 200; company renamed AUDI AG and headquarters moved to Ingolstadt
1988	AUDI AG enters the full-size car class with the Audi V8
1989	Introduction of turbocharged diesel engine with direct fuel injection in a passenger vehicle
1990	First DTM victory for Audi with an Audi V8 quattro driven by Hans-Joachim Stuck
1994	Start of production of the Audi A8, the first series-produced vehicle in the world with a completely aluminum body (ASF – Audi Space Frame)



2000	Production of the Audi A2, the first aluminum, large-volume production car, begins
2001	Victory in Le Mans with the newly developed FSI direct fuel injection
2005	Audi Forum Neckarsulm opens
2006	German premiere of the Audi R8 sports car; first victory in the 24 Hours of Le Mans with a diesel engine developed in Neckarsulm
2007	Establishment of the production turntable between the Ingolstadt and Neckarsulm plants with the start of production of the Audi A4 Sedan
2008	Inauguration of the new Audi toolmaking shop
2011	Audi acquires a 23-hectare plot in the Böllinger Höfe industrial park in Heilbronn (further plots acquired in 2014 and 2018)
2012	Inauguration of the Technical Center for Fiber-Reinforced Polymers and the new Engine Test Center
2013	Audi Neckarsulm receives the J.D. Power Award as “Best Production Plant in Europe”
2014	Inauguration of Audi Böllinger Höfe (Logistics Center and R8 production)
2015	Audi Forum Neckarsulm celebrates its tenth anniversary
2016	New Audi A8 production buildings open
2017	Opening of the Fuel Cell Competence Center
2018	Inauguration of the Technical Center for the Testing of Aluminum Materials
2019	Establishment of an MEA Technical Center (functional layer systems) for fuel cell development; start of the cross-site Mission:Zero environmental program with measures for decarbonization, sustainable water use, resource efficiency, and biodiversity
2020	Start of production of the all-electric Audi e-tron GT quattro
2021	Automotive Initiative 2025 (AI25): Establishment of a network of expertise for the digital transformation of vehicle production and logistics; establishment of a Competence Center for high-voltage batteries



2022	Optimizing production for electromobility: Modernization of existing buildings, groundbreaking ceremony for new paint shop
2023	Inauguration of C20, the new five-story Technical Development building. Anniversary: For Audi in Neckarsulm, the year 2023 centered on the 150th anniversary of the NSU brand: “150 years as the engine of change: Audi Neckarsulm – a strong history, a strong future.” Related events included a Family Day in July, a day for NSU fans in September, and the special exhibition “Innovation. Daring. Transformation. 150 Years of NSU.”
2024	Start of production for the new Audi A5, the first model based on the Premium Platform Combustion (PPC). The opening of the new base coat facility is a milestone in the general overhaul of the paint shop.
2025	Start of production for the new Audi A6 – forming part of the greatest ramp-up in the plant’s history together with the new A5 the year before.
2026	The site complements its own innovative strength with collaborations in the Heilbronn ecosystem and is evolving into a Competence Center for artificial intelligence and digitalization.

Communication Production Sites

Agnes Schwägerl

Head of Corporate Communications

Tel.: + 49 172 9142907

E-mail: agnes.schwaegerl@audi.de

www.audi-mediacyenter.com



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](#).
