

Audi in Mexico (San José Chiapa)

Facts & Figures (as of December 31, 2025)

- Audi production start: 2016
- Production (2025): 146,784 vehicles
- Managing Director: André Richter
- Employees: 4,943
- Site footprint: 460 hectares
- Good to know: the newest plant in the Audi Group and the first in the automotive sector certified by the Alliance for Water Stewardship

Current models

Audi Q5 SUV*, Audi Q5 Sportback*

Profile of location

Audi México is the Audi Group's newest plant. It is equipped with the latest advances in manufacturing processes and is committed to ecological, social, and economic sustainability.

The 460-hectare Audi plant in Mexico is located in San José Chiapa, 60 kilometers from Puebla. It plays an important role in the internationalization of the brand as part of the Volkswagen Group's network of production plants.

On May 4, 2013, the first stone was laid to mark the start of construction in the municipality of San José Chiapa. During construction from 2013 to 2016, supplier development and employee training were carried out. On October 21, 2014, the 20,000-square-meter Audi Training Center was opened in the immediate vicinity of the plant. On September 30, 2016, the inauguration of the Audi México plant took place. When production commenced, the Audi Q5 became the first premium car made in Mexico. It is exported to different markets all over the world.

In 2019, six years after the plant's groundbreaking, Audi México announced the production of the Q5 TFSI e, the first premium hybrid produced in the country. With the introduction of this variant into Audi México's product portfolio, the plant in San José Chiapa contributes to Audi's electrification strategy.

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.*

In 2023, on the 10th anniversary of the plant's groundbreaking, it reached the milestone of the first million cars produced in Mexico. Audi México produced 175,626 Audi Q5 models in 2023. 2024 was also an important year for Audi México. The new generation of the Audi Q5* has been rolling off the production line in Mexico ever since. The Audi plant in San José Chiapa had prepared intensively for the production of this model, which is based on the Premium Platform Combustion (PPC). At the Mexico site's training center and through exchange programs with other Audi sites, Audi trained more than 3,500 employees in the production of the new Q5 models. In 2025, Audi México produced 146,784 vehicles and inaugurated the A71 facility for Logistics Operations.

High-tech at an altitude of 2,400 meters

The press shop in San José Chiapa is one of the most modern on the continent and in the world. This is where the parts for assembling the bodywork are manufactured. The body shop is a benchmark for robotics. There, over 800 state-of-the-art robots work on the construction of the car. The painting process is a particular challenge. Because air pressure is significantly lower at an altitude of 2,400 meters, significantly larger and more powerful engines must be used.

The Audi site in Mexico was the first Audi factory to be planned virtually. It was put into operation 30 percent faster than usual – a record in the automotive industry.

Currently, Audi México has more than 180 suppliers. With the adjacent Just-in-Sequence (JIS) Park, where many suppliers are located, transport connections from suppliers to production are short.

In order to ensure premium quality, the company connects its new plant to the other sites in the global Audi production network. In combination with the quality laboratory and the Audi Training Center, Audi ensures that the quality standard is world-class.

Audi as an attractive employer

Since its foundation, the plant has created over 20,000 direct and indirect jobs in the region. Audi México has more than 5,000 employees.

At the Audi Group's Mexican plant, values and human rights are at the fore. In December 2021, the Board and employee representatives signed the Social Charter of the Volkswagen Group. Diversity is also recognized as a strength that enables the evolution, growth, and innovation of any company and also promotes the development of all employees.

Through the Dual Program, the company offers training for five specializations: Mechatronics, Automotive Mechatronics, Body and Paint Mechanics, Tool Mechanics, and Production Mechanics. In 2023, the sixth generation of apprentices graduated, reinforcing Audi's dedication to developing local talent and contributing to the education and professionalization of the community in Puebla. Upon successful completion of the training program, each trainee is offered an employment contract. To date, more than 169 apprentices have graduated. Of last year's graduates, 83% are from the state of Puebla, where the plant is located, and 28% are women, contributing to the inclusion of women in the automotive industry.

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Audi México's attractiveness as an employer is also evident from the fact that the company has been certified as a Top Employer by the Top Employers Institute for six years (2018–2024). Additionally, Audi México was recognized in the *Forbes'* 2022 ranking as one of the Best Employers in Mexico and in the Universum 2023 ranking as one of the 100 most attractive companies to work for in engineering and IT.

Audi México has also been awarded the Socially Responsible Company Distinction from the Mexican Center for Philanthropy A.C. (Cemefi) and the Alliance for Corporate Social Responsibility (AliaRSE). These distinctions highlight Audi México's strong commitment to sustainability, corporate responsibility, and creating shared value for the communities where it operates.

Benefits for employees such as "Family Time", a concept that gives both men and women the option of requesting three to twelve months to spend time with their families after the birth of a baby, are also employee-friendly. At the end of the period, they can return to their job or a similar position within Audi México.

In addition, the San José Chiapa plant provides transportation to all employees, operating more than 95 buses across four shifts. As a result, about 99% of its workforce travels in these vehicles, avoiding the emission of greenhouse gases from the 2,500 private vehicles employees would otherwise have to use to commute daily to the plant.

Commitment to society and the environment

Since the plant's opening in 2016, the factory has worked to implement sustainable production and protect the environment. An artificial lagoon built on the factory grounds in 2014 retains up to 220,000 cubic meters of water for reuse, for example, in toilets or cooling towers. This can save up to 100,000 cubic meters per year.

Audi México has a biological wastewater treatment facility inside the plant, which treats both sewage and industrial wastewater. Up to 1,800 cubic meters of water from the plant's various streams is homogenized and then treated with bacteria. The biologically treated water then passes through an activated carbon and ultraviolet filtration process. The water meets all regulatory requirements.

In 2018, the reverse osmosis plant was inaugurated, which contributes significantly to decarbonization and water conservation. This water treatment system is able to save around 150,000 cubic meters of water per year by returning it to the plant's production processes. Since then, production at the Mexican plant has been entirely wastewater-free.

Since 2020, the Audi México plant has covered all of its electricity needs from renewable energy sources. This has also helped Audi achieve its goal of net carbon-neutral production at all of its sites since 2025.

In late 2023, Audi México became the first production plant in the automotive industry to be certified for its water management under the standards of the Alliance for Sustainable Water Stewardship (AWS). This contributes to Audi's global goal of reducing water consumption per vehicle by 50% by 2035.

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Furthermore, together with the Municipal Government of Nopalucan and the commissioner of Santa Cruz del Bosque in Puebla, Audi México reforested 39 hectares of municipal land in Santa Cruz del Bosque, near where the factory is located. More than 42,000 trees were planted in the area.

In accordance with AUDI AG's Corporate Citizenship strategy, Audi México implemented its activities based on three main pillars: "Educate", "Engage", and "Empower". The main objective is to develop the region through numerous activities and programs such as:

Audi Social Day: Audi México participated in activities with more than 120 employees who reforested 10,000 m² of land. The company also provided 122 items of orthopedic equipment to people with disabilities and donated materials for the improvement of the region's public infrastructure.

Sports park in San José Chiapa: Audi México built a sports park for the benefit of more than 15,000 people in the region in just 169 days. The facility has a professional-grade soccer field, covered stands, a basketball court, an athletics track, a children's play area, an outdoor gym, toilets and changing rooms, parking, a warehouse, as well as gardens and patios for different services and cultural activities.

In addition, Audi México has teamed up with universities and technical schools to encourage the development of new ideas and processes, identify young talents to join the plant's workforce, as well as innovating and operationalizing new technologies, including artificial intelligence.

Audi México maintains its commitment to fostering community engagement and supporting its workforce through ongoing initiatives. The Audi México Family Day focuses on involving employees and their families in activities that strengthen internal cohesion, while the Audi México "Comparte" program emphasizes supporting vulnerable groups in the region by providing necessary resources and assistance. These initiatives are integral to Audi México's approach to corporate responsibility and its dedication to creating shared value.

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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](#).



Fuel consumption and emissions values of the model named above:

Audi Q5 SUV

Combined fuel consumption in l/100 km: 7.9–5.8 (27.8–40.6 US mpg);
combined CO₂ emissions in g/km: 180–148 (289.7–238.2 g/mi); CO₂ class: G–E

Audi Q5 Sportback

Combined fuel consumption in l/100 km: 7.9–5.8 (27.8–40.6 US mpg);
combined CO₂ emissions in g/km: 179–148 (288.1–238.2 g/mi); CO₂ class: G–E