



Audi Hungaria in 2024: stable production figures; sales revenue remains at very high level

- **Michael Breme, Chairman of the Board of Management: “Audi Hungaria continues to be one of the largest economic players in Hungary and, together with its suppliers and service providers, is an integral part of the Hungarian automotive industry”**
- **Achim Grewe, Board Member for Finance, Purchasing, IT, and Compliance: “Further investments are proof of the site’s relevance and create the foundation for the company’s future”**

Győr, March 18, 2025 – The transformation of the automotive industry also shaped Audi Hungaria and its performance in the 2024 financial year. The company produced 1,580,991 powertrains at the Győr site in the past year, and a total of 179,710 vehicles rolled off the production line (including SKD production). In 2024, the company generated a sales volume of 8.611 billion euros*. As the largest employer in the region, Audi Hungaria employed 11,431 people at the end of last year.

“The transformation of the automotive industry has a strong impact on the present and future of all industry players and thus also on Audi Hungaria. The Audi subsidiary in Győr continues to be a strategic part of the Audi Group’s international production network, and it also made a significant contribution to the success and profitability of the Brand Group Progressive in 2024,” says Michael Breme, Chairman of the Board of Management of Audi Hungaria.

The engine plant produced 1,580,991 powertrains last year, 151,899 of which were electric drives. By the end of the year, 179,710 vehicles had rolled off the production line at the vehicle plant, including 99,288 Audi Q3s, 63,759 Audi Q3 Sportbacks, and 16,663 Cupra Terramar since September 2024.

Audi Hungaria generated a sales volume of 8.611 billion euros* and invested 340 million euros* in the 2024 reporting year. The main projects were preparations for series production of the new generation of electric drives (MEBeco) as well as preparations to produce the Audi Q3 successor model. Since the company was founded in 1993, a total of 12.9 billion euros* has been invested in the site. This makes Audi Hungaria the largest investor in the Hungarian automotive industry. As the largest employer in the region, Audi Hungaria employed 11,431 people at the end of last year. Including the employees of the wholly owned subsidiary AUDI HUNGARIA AHEAD Kft., a total of 11,930 people were employed at the end of 2024.

* The figures are presented according to the local accounting standard HBI.



“Our aim is to secure the future competitiveness of the company. In doing so, we are primarily focused on increasing efficiency and further developing our product and service portfolio in a targeted way. This is particularly challenging in the current situation in the automotive industry, but with the skills and flexibility of our workforce, we will overcome this challenge,” says Achim Grewe, Board Member for Finance, Purchasing, IT, and Compliance.

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AUDI HUNGARIA Zrt., based in Győr, is a company of the Audi Group and a central engine supplier to the Audi and Volkswagen Group. The company produces around 1.6 million power units annually, including electric engines. The Audi Q3 and Q3 Sportback models, as well as the CUPRA Terramar, are manufactured in Győr. Audi Hungaria supplies numerous aluminum body parts for various brands of the Volkswagen Group and is increasingly involved in development activities in the areas of powertrain and vehicle development. The company provides a wide range of expertise-driven services for the entire Volkswagen Group, primarily in the areas of technical development, finance, IT, and procurement. Audi Hungaria is one of the highest-revenue companies, one of Hungary’s largest exporters, and the biggest investor in the Hungarian automotive industry. Audi Hungaria has been CO₂-neutral since 2020 and is the largest employer in the region.
