A new beginning in Milan: Audi unveils new design

* The Audi Concept C exemplifies a new design philosophy
* Audi presents an emotional all-electric two-seat sports car
* The roadster’s new roof concept combines the elegance of a coupé with an open-top experience
* Vertical frame as central element of the new Audi face
* Concept car embodies radical simplicity and technical precision

Milan/Ingolstadt, September 3, 2025 – The four rings are taking a progressive step: in an increasingly complex world, Audi is uncompromising in its commitment to clarity. Audi is offering a definitive preview of the design of future models by introducing the Audi Concept C – an all-electric two-seat sports car that embodies the brand’s new design philosophy and paves the way for the future.

**Held under the banner “Strive for Clarity,” the event in Milan marked the next chapter in the company's transformation. The new design philosophy is part of Audi's fundamental realignment and represents a new beginning for the company as a whole. Products, processes, and structures are focused on what is essential, creating space for innovation and technological leadership.**

From every angle, the concept car demonstrates radical simplicity – the core of the new Audi design philosophy. The Audi Concept C embodies athletic minimalism with a purity of form, precision, and solidity. Tension is created by the interplay of full and restrained surfaces intersected by a single line. Together, these elements define the essence of the architecture. The new Audi brand face features the vertical frame that reimagines the brand’s legacy and a distinctive four-element light signature. The roof concept offers the benefits of a convertible while retaining the essence of a monolithic body style. High-quality materials demonstrate precision in every detail. A minimalist design ensures the interior is free from distractions. Shy tech solutions and solid haptic controls create an intuitive and emotional experience.

“Our history is marked by bold leaps in innovation and state-of-the-art technology combined with an uncompromising focus on clarity in design,” emphasizes Audi CEO Gernot Döllner. “Our most legendary models perfectly embody this combination.”

The vertical frame shapes the front

The Audi Concept C is the first manifestation of this new design philosophy. The vertical frame forms the centre of the new front, from which the entire structural volume of the vehicle develops. Inspired by the Auto Union Type C (1936) and the third-generation Audi A6 (2004), it has a clear, upright form that conveys presence and identity. It is a progressive interpretation of Audi’s legacy, showcases the Audi rings, and integrates forward-looking technology. A strong shoulder line defines the volume of the two-seat sports car. Its proportions result from a central-battery layout. The cabin extends far back and sits firmly on the body. An electrically retractable hardtop is used on an Audi roadster for the first time. It is comprised of two roof elements which allow the vehicle to retain a monolithic shape, while also enabling an open-top driving experience. At the rear, clean surfaces and horizontal slats underscore the car’s sporty character.

The Audi Concept C introduces a new light signature featuring four horizontally arranged elements in each headlight and rear light. This design element will define Audi’s visual identity during both day and night, ensuring an unmistakable presence on the road. The exterior of the Audi Concept C is presented in the colour “Titanium.” It evokes warm, technical elegance and is inspired by the luster of its namesake metal – a material that embodies precision, lightness, and strength.

Sophisticated atmosphere in the interior

The interior features strong architectural surfaces and clear geometric forms that ensure space for bothoccupants while subtly placing the driver at the centre. Manufactured from anodized aluminium, physical controls provide a tactile experience that reflects mechanical quality – through their appearance, feel, and the unmistakable “Audi click”. The steering wheel forms the core of the refined tactile experience: its characteristics – the round shape, the sophisticated haptic elements, and the Audi rings made out of real metal in the centre – are crafted with the utmost technical precision. Every material contributes to the pure and sophisticated atmosphere of the interior. The colour palette is also inspired by titanium and exhibits tone-on-tone harmony. Natural materials create a refined, warm, and elevated environment. Indirect ambient lighting with natural hues accurately reveals the materials and enhances the interior design’s evident solidity.

Shy tech provides an intuitive user experience

Technology enables progress. It is always close by, yet never dominant. Intelligent technologies create a seamless experience that appeals to all senses. The display and operating concept are also aligned with this philosophy. The 10.4-inch foldable centre display provides users with relevant information in an intuitive way and in context – tailored to every situation. Together with the haptic controls on the steering wheel and centre console, the design achieves clarity and precision in user interaction – the controls are exactly where they are expected to be.

The trailblazer that forges the future of Audi

Going forward, Audi will focus on what matters most: an unmistakable combination of clarity, technicality, intelligence, and emotion. The Audi Concept C marks the beginning of a new design philosophy and thus a defining moment for the four rings. It previews a future production model and will shape further models beyond that.

A return to what exemplifies Audi and a reduction to the essential play a central role not only in design: “The way we design our vehicles is the way we will shape our company,” says Gernot Döllner. The new design philosophy is therefore a corporate principle for Audi that will be reflected in the design of the model portfolio and the product range as well as in the organizational structure of the company. Döllner: “Clarity is an ethos and the compass that will guide Audi through the times ahead.”

Audi model initiative to continue

By the end of this year, Audi will have introduced more than 20 new models within 24 months making its portfolio the youngest in the premium segment. The brand is set to continue its model initiative next year. Further additions will include a fully electric entry-level model, which will be produced in Ingolstadt from 2026, and performance models from Audi Sport. The combination of all-electric models, plug-in hybrids, and a new generation of combustion-engine vehicles will secure a robust and flexible position as the transition to electric mobility progresses.

In 2026, Audi will also be entering Formula 1: an opportunity to test new technologies, materials, and processes in the world's toughest technology laboratory. Gernot Döllner: “Preparations for our start in Formula 1 are moving at full speed.” And just a few weeks after the unveiling of the new design philosophy in Milan, another exciting moment for the four rings is already on the horizon: “We look forward to giving all fans a concrete preview of what to expect from us in Formula 1 starting next year.”

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