



Corporate Communications

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Dirk Arnold is new Head of Audi Communications

- **Dirk Arnold (52) is to take over the position on July 1**
- **Toni Melfi is to take on a different activity within AUDI AG**

Ingolstadt, June 29, 2018 – Dirk Arnold has been appointed Head of Communications at AUDI AG effective July 1. The 52-year-old succeeds to Toni Melfi, who is taking on a different activity within AUDI AG.

Dirk Arnold is returning to Audi in Ingolstadt after approximately 16 years. He previously worked for the brand with Four Rings from 1992 until 2002, in his last position as Head of Marketing Germany. He then moved to BMW, where he held various responsible positions in product and corporate communications from 2007 onwards. Among other things, Arnold was Vice President Corporate Communications of the Americas for the BMW Group from 2011 until 2014. Most recently, he was Head of Product Management BMW i and e-Mobility.

Arnold's predecessor, Toni Melfi, was Head of Audi Communications since 2007. Following his training as a journalist, he worked for organizations including the daily newspaper *Südkurier*, the car magazine *auto motor und sport*, the business magazine *WirtschaftsWoche* and the companies DaimlerChrysler and MTU Friedrichshafen.

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 motorcycles of the Ducati brand. In the 2017 fiscal year, AUDI AG achieved total revenue of €60.1 billion and an operating profit of €5.1 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.