



Dirk Arnold

Head of Audi Communications

Dirk Arnold was born in Berlin on October 11, 1965.

After studying in Munich, he began his professional career at Audi in 1992 in Technical Development. He worked for the brand with the Four Rings from 1998 to 2002 in the Marketing and Sales division, most recently as Head of Marketing Germany.

He then moved to BMW, where he held various responsible positions in Product and Corporate Communications starting in 2007. Among other positions, Arnold was Vice President Corporate Communications of the Americas for BMW from 2011 to 2014. Most recently, he was Head of Product Management BMW i and e-Mobility.

Dirk Arnold became Head of Communications at AUDI AG on July 1, 2018.

He is married and has two children.