



Corporate Communications

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Daniel Weissland to lead Audi of America as President

- **Weissland, after leading VW Group and Audi in Canada, appointed head of Audi of America**
- **Weissland with 20 years of work experience in the Audi and Volkswagen Group**
- **Volkswagen Canada achieved best sales year in company's 67-year history under Weissland's leadership**

Herndon/Ingolstadt, August 14, 2019 – Audi is pleased to announce Daniel Weissland has been appointed as President of Audi of America effective Sept. 1, 2019.

Weissland, 46, current President and Chief Executive Officer, Volkswagen Group Canada, succeeds interim President and Chief Operations Officer, Cian O'Brien.

A German National, Weissland began his career with Audi in 1999. He spent 20 years growing his breadth of automotive expertise in the areas of sales, marketing and product management across the globe.

In his most recent post as head of Volkswagen Group Canada and Volkswagen Canada, Weissland achieved record growth for the business. Weissland is a competitive and driven leader who is known for operationalizing plans, mobilizing organizations and engaging people to consistently deliver business results. In 2018, Volkswagen Canada achieved the best delivery result in the company's 67 year history.

"Daniel is a strong leader of people with deep expertise in our business and a track record for driving consistent growth of deliveries, which makes him an excellent fit for President of Audi of America," said Hildegard Wortmann, member of the Board of Management for Sales and Marketing, AUDI AG. "His belief in a customer-centric approach is vital for the U.S. market amidst a time of transformative change redefining mobility as we know it."

Weissland's previous achievements include serving as the Director Sales - Southern Europe where he was responsible for securing a sustainable dealer network in the markets, and managing to secure the premium segment leadership in Spain and Greece. He was also part of the team that founded the National Sales Company (NSC) in Dubai, including responsibility for



the Near and Middle East market.

Cian O'Brien who has been serving as Interim President since May, will remain with Audi of America as EVP, Chief Operating Officer ensuring a smooth transition for Weissland into the U.S. business.

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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 18 locations in 13 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 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 motorcycles of the Ducati brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 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.
