

Jens Puttfarcken Appointed New Sales Director for Europe at AUDI AG

Ingolstadt/Neckarsulm, February 15, 2022 – Jens Puttfarcken is moving to AUDI AG after holding various international management positions in sales at Porsche and will take over as Sales Director for Europe on June 1, 2022.

Jens Puttfarcken combines all the important future topics of sales and marketing, with perspectives ranging from volume manufacturers to luxury brands. After holding positions in customer relationship management (CRM), European sales, and after sales, he managed the German home market at Porsche from 2015 to 2018. Puttfarcken then went to Shanghai as President and CEO of Porsche (China) Motors Ltd., where he was responsible for the further development of the company's market success. He has successfully positioned the brand in the Chinese market and sustainably expanded the customer base and dealer network.

“We are very pleased to welcome the internationally experienced sales specialist Jens Puttfarcken at Audi. I am convinced that with his expertise and international mindset, he will successfully shape the future of European sales region, which is pivotal to the success of AUDI AG. I am very much looking forward to collaborating with him closely,” says Hildegard Wortmann, Member of the Board of Management for Sales and Marketing at AUDI AG.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. With its brands Audi, Ducati, Lamborghini and, since January 1, 2022, Bentley, it comprises the premium brand group within the Volkswagen Group. Its brands are present in more than 100 markets worldwide. Audi and its partners produce automobiles and motorcycles at 21 locations in 13 countries.

In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. More than 85,000 people all over the world work for the Audi Group, around 58,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the premium brand group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.
