

Audi drives the use of artificial intelligence to enhance its production processes

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San José Chiapa, Puebla, January 27, 2026. The Audi Group is steadily advancing the integration of artificial intelligence and various cloud-based solutions with the goal of transforming production and logistics at a global level. The strategy primarily promotes tools that improve efficiency and quality while streamlining key processes across the group’s factories worldwide.

Audi operates various plants around the world, each of them designed to be smart and interconnected, using digital platforms capable of processing information in real time. This enables the rapid incorporation of new functions, provides opportunities to stabilize essential processes, and reinforces cybersecurity in operations.

The use of artificial intelligence (AI) is carried out in an integral manner, with a focus on supporting employees by optimizing repetitive tasks and assisting in demanding activities. This allows teams to focus on higher-value functions and continuous improvement.

For the Audi Group, as a premium brand, quality is of utmost importance. Therefore, it has integrated AI based systems that detect necessary adjustments early on, enabling predictive monitoring. With this tool, rework is reduced, costs are optimized, and the high quality standards that distinguish the four rings are upheld.

Gerd Walker, Member of the Board of Management for Production at AUDI AG, stated: “**Artificial intelligence is a quantum leap for efficiency in our production. With our AI and digitalization roadmap, we are transforming our plants into smart factories where AI acts as a partner, providing our employees with tailored support.**”

Digitalization also means promoting the more efficient use of resources, generating energy savings, and moving toward more sustainable production. These practices extend across all Audi plants around the world. An example is the plant in San José Chiapa, which already has concrete projects in this regard, integrating digitalization in key areas to streamline operations and bring technological tools closer to all employees.

In Audi Mexico, one of the most relevant technological advancements is Production Reports, an exclusive management tool integrated into the Audi Mexico App. It enables real-time access to

key indicators of the production process through natural-language questions—written or spoken—processed with generative AI to transform them into prompts and then into data-model queries, generating clear and contextualized responses for the user.

Thanks to this architecture, *Production Reports* provides immediate information on quality situations, logistics, production volumes, and other essential indicators. This allows quicker reactions to potential deviations and strengthens operational efficiency by offering leaders timely insights to support strategic and tactical actions within the plant.

Another significant development is the enterprise chatbot, which has now handled more than 13,000 inquiries via WhatsApp. Its implementation has reduced response times, automated frequent requests, and notably improved the employee experience by providing agile support for administrative and operational matters.

The chatbot, named **Ana** in honor of the AudiAna community, operates through *Natural Language Processing (NLP)* technology. This system analyzes human language—interpreting intent, context, and user needs—to generate useful responses. Through intelligent language processing, Ana can understand different ways of phrasing a question, resolve common doubts, and guide employees through internal processes without requiring human intervention.

These advancements reflect Audi Mexico's ongoing commitment to a smarter, more efficient, and people-centered digital transformation.

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El Grupo Audi es uno de los fabricantes más exitosos de automóviles y motocicletas en el segmento premium y de lujo. Las marcas Audi, Bentley, Lamborghini y Ducati producen en 22 plantas ubicadas en 13 países. Audi y sus socios están presentes en más de 100 mercados de todo el mundo.

En 2024, el Grupo Audi entregó a sus clientes alrededor de 1.700.000 automóviles de la marca Audi, 10.643 vehículos de la marca Bentley, 10.687 automóviles de la marca Lamborghini y 54.495 motocicletas de la marca Ducati. En el ejercicio 2024, el Grupo Audi alcanzó una facturación de 64 500 millones de euros y un resultado operativo de 3900 millones de euros. A 31 de diciembre, más de 88 000 personas trabajaban para el Grupo Audi en todo el mundo, de las cuales más de 55 000 lo hacían en AUDI AG en Alemania. Con sus atractivas marcas y una gran variedad de nuevos modelos, la empresa continúa avanzando de manera consecuente en su camino hacia convertirse en un proveedor de movilidad premium sostenible y totalmente conectada.
