Innovation at Audi China

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What is the general approach at Audi China?

1. CONCEPT
2. REQUIREMENTS
3. CUSTOMER

DEVELOPMENT

VALIDATION
Putting Pieces Together
Innovation faces many hurdles and challenges beyond the hard R&D work

HAVE AN OVERARCHING GOAL: MEET & EXCEED CUSTOMER DEMANDS

- Centralized or Regional IP Mgmt
- Supplier Intel
- Tech Pipeline Gap Analysis
- Strategic Partnerships
- Customer Value Increase
- In-house vs outsource M&A
- Business Value
- HQ or Regional
- Need for Differentiators
- Process Training
- Market Intel
- Market Future Trends
- POC Projects
- Increasing Tech Maturity
- PM Software Tools
- Natl Policy & Strategy
- Competency Build-up
- Supplier Ecosystem
- Feasibility & Time to Market
- Innovation Model
- Strategic Roadmap
- Gap Analysis
- Academic Ecosystem
- Strategic Partnerships
- Innovation faces many hurdles and challenges beyond the hard R&D work

HOW TO INNOVATE?
WHAT FIELDS?
WHERE TO INNOVATE?
WHO INNOVATES?
WHEN TO INNOVATE?
Because of the building blocks you just saw, there is no “single” pathway. Still, Audi China R&D Strategy Team is a main gatekeeper and can get you to the next steps!
Horizons Beyond
Audi China Innovation Incubator

The Horizons Beyond Innovation Incubator is a special ideation program by Audi China looking forward to mobility in 2035 and beyond. Audi warmly invites innovative Masters & PhD Students in China to participate in this elite program.

Selected applicants will join a small group innovation team with dedicated mentors from Audi and participate in a master-class guided ideation bootcamp, learning not only best practices in innovation, but also learning from peer graduate students as we explore the future of mobility. If selected, your innovative ideas will be presented formally to high level Audi executives and R&D management in Beijing, as well as virtually to Audi worldwide. Prizes and internship opportunities will be offered to qualifying teams, with the top team taking home the Horizons Beyond prize.

Join us as we explore Horizons Beyond