



Member of the Board of Management at AUDI AG for Technical Development

Media contact

Bradley Stertz
Corporate
Communications
Manager

P:
703.364.7440
M:
703.344.1320
E:
703.364.7076

brad.stertz@audi.com

Need to reach customer support?
Live help is available 24/7.

[▶ View all contact options](#)

Dr. Ulrich Hackenberg was born on May 12, 1950 in Herne (North Rhine- Westphalia).

After studying mechanical engineering at RWTH Aachen University, Ulrich Hackenberg was active as an assistant at the Automotive Institute from 1978 until 1985. Among other tasks, he was head of the vehicle dynamics research area, developed the motorcycle lecture and gained his doctorate in 1985 on the stability behavior of the “driver-motorcycle-road” system.

WVR 2001

later took over the technical project management of the entire product range.

This included the models Audi 80, A3, A4, A6, A8, TT and A2, as well as numerous concept studies and show cars, the technical conception of the platform strategy and the development of a simultaneous-engineering structure.

From 1998 until 2002, Dr. Hackenberg worked for Volkswagen AG, where he was Head of Superstructure Development and also assumed responsibility for Concept Development in late 1998.

In addition to his tasks at Volkswagen, Dr. Hackenberg was appointed Member of the Board for Development at Rolls Royce Bentley Motor Cars Ltd. and restructured the company's Technical Development. From early 1999 until mid-2000, he was responsible for the concepts of the future Bentley models as well as the new launches of the Bentley Arnage Red Label, the Rolls-Royce Seraph long wheelbase and the Rolls-Royce Corniche.

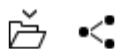
From 2002 until January 2007, Hackenberg moved back to AUDI AG to take charge of the areas of Concept Development, Superstructure Development and Electrics/Electronics. During that time, he also developed the Modular Longitudinal Matrix.

On February 1, 2007, Hackenberg was appointed Member of Volkswagen's Brand Board for Development. Under his leadership, the Transverse Modular Matrix was developed and the Volkswagen brand's involvement in motorsport was restructured.

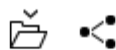
Since July 1, 2013, he has been a member of the Board of Management of AUDI AG with responsibility for Audi's Technical Development. In addition, he is also responsible for the technical development of all the Volkswagen Group's brands.



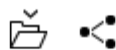
Matthias Müller



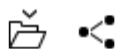
Prof. Dr.-Ing. Ulrich Hackenberg



Prof. Dr.-Ing. Ulrich Hackenberg



Prof. Dr.-Ing. Ulrich Hackenberg



Media contacts

The following contact options are intended expressly for media users:

P: 703.364.7933
media@audi.com

[All media contacts >>](#)

- > [Visit the AUDIAG media site](#)
- > [Visit the Audi Motorsport media site](#)

Customer inquiries

Need to reach customer support?
Live help is available 24/7.

P: 800.822.2834
800.822.AUDI
24 hours a day, 7 days a week

[Audi Chat >>](#)

- > [More customer support options](#)

Explore Audi

- [Contact us](#)
- [Finance](#)
- [About Audi](#)
- [Help](#)
- [Careers](#)
- [Disclaimer](#)
- [Privacy policy](#)
- [Interest based ads](#)
- [Audi collection store](#)
- [Audi brochures](#)
- [Newsroom](#)



Audi of America. All rights reserved.

© Copyright 2015