



## **Automobili Lamborghini Appoints Fermín Soneira as Chief Technical Officer**

### **Soneira succeeds Rouven Mohr, who joined the Board of Management of AUDI AG on March 1**

*Sant'Agata Bolognese, 30 April 2026* – Automobili Lamborghini announces a change at the head of its Research & Development department. Fermín Soneira, most recently CEO of the Audi and SAIC Cooperation Project in China, where he led the establishment of the new AUDI brand for the Chinese market, will join Automobili Lamborghini as of July 1. In his new role, he will be responsible for Research and Development and Motorsport, overseeing the brand's technical strategy and future innovation. Soneira succeeds Rouven Mohr, who leaves the company after years of significant contribution to the brand's technical evolution, following his recent appointment as Chief Technical Officer of AUDI AG.

*“On behalf of the entire company, I would like to sincerely thank Rouven Mohr for his outstanding dedication and leadership over the past years,”* commented Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini. *“His contribution has been instrumental in shaping Lamborghini's technological path, particularly in the transition towards hybridization. At the same time, I am pleased to welcome Fermín Soneira to Lamborghini. With his extensive international experience, technical competence and strategic vision, he will further strengthen the brand's success and drive our future innovation.”*

Fermín Soneira was born in 1972 in Gijón, Spain. He studied at the University of Oviedo (Spain) and Osnabrück University of Applied Sciences (Germany), obtaining a Master's degree in Mechanical Engineering and Automotive Engineering in 1998. He began his professional career at AUDI AG in Chassis Development. In 2002, he moved to SEAT, where he held various roles in Technical Development over the following twelve years. From 2006 to 2013, he was responsible for the Chassis area and Whole Vehicle Engineering for all SEAT models.

He returned to AUDI AG in 2014, taking over product strategy and brand positioning for full-size models, as well as directing powertrain, carbon and electrification strategy across the range. From mid-2016 to August 2020, he served as Head of Global Product Marketing at AUDI AG. From September 2020, he was Head of the Product Line for Electric Models from the A to C segment, overseeing key model series including Q4 e-tron, Q6 e-tron, Q8 e-tron, A6 e-tron and e-tron GT.

From March 2024 to June 2026, Fermín Soneira is serving as CEO of the Audi and SAIC cooperation project, based in Shanghai, focused on establishing a new brand and jointly developing a new China-specific platform for the next generation of premium intelligent and connected vehicles.

*“It is a great honor to join an iconic brand such as Lamborghini, which has contributed to writing the history of the automotive industry, performance and design,”* commented Soneira. *“I look forward to working with the team to further elevate the brand's technological excellence and driving experience.”*

Rouven Mohr became Chief Technical Officer at Lamborghini in January 2022. In this role, he defined the brand's technical strategy and oversaw the hybridization of the



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model portfolio, with landmark vehicles such as the Revuelto<sup>1</sup>, Urus SE<sup>2</sup> and Temerario<sup>3</sup>. He also served as interim Head of Motorsport, including responsibility for the development of the Lamborghini SC63 for international endurance championships, as well as the Temerario GT3 and the Temerario Super Trofeo, set to debut in 2027. Since March 1, 2026, Rouven Mohr has been a member of the Board of Management of AUDI AG, serving as Chief Technical Officer (CTO).

Mohr commented: *“I would like to thank Lamborghini and all its people for the trust and the extraordinary journey we have shared. I am proud of what we have achieved together and wish Fermín Soneira every success in his new role and in leading the next chapter of the brand’s innovation.”*

Photos and videos: [media.lamborghini.com](https://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)



### Automobili Lamborghini S.p.A.

#### Headquarters

Director of Communication  
Tim Bravo  
T +39 051 9597611  
[tim.bravo@lamborghini.com](mailto:tim.bravo@lamborghini.com)

Brand & Corporate Communication  
Camilla Manzotti  
T +39 360 1077907  
[camilla.manzotti@lamborghini.com](mailto:camilla.manzotti@lamborghini.com)

Product & Motorsport Communication  
Francesco Colla  
T +39 348 8629861  
[francesco.colla@lamborghini.com](mailto:francesco.colla@lamborghini.com)

Social Media & Digital Communication  
Chiara Busolo  
T +39 340 0791871  
[chiara.busolo@lamborghini.com](mailto:chiara.busolo@lamborghini.com)

Motorsport Communication  
Giovanni Zini  
T +39 342 1318474  
[giovanni.zini@lamborghini.com](mailto:giovanni.zini@lamborghini.com)

Heritage Communication  
Enrico Pavesi  
T +39 345 6749362  
[extern.enrico.pavesi@lamborghini.com](mailto:extern.enrico.pavesi@lamborghini.com)

#### Regional Offices

North & South America  
Jory Wood Syed  
T +1 332 220 5217  
[jory.syed@lamborghini.us](mailto:jory.syed@lamborghini.us)

Europe, Middle East & Africa  
Giulia Merra  
T +39 340 622 8569  
[aw.giulia.merra@lamborghini.com](mailto:aw.giulia.merra@lamborghini.com)

Asia Pacific  
Tricia Tan  
T +65 9073 3031  
[tricia.tan@lamborghini.com](mailto:tricia.tan@lamborghini.com)

<sup>1</sup>Energy consumption (weighted combined): 4,7 kWh/100 Km plus 15 l/100km; CO2 emissions (weighted combined): 350 g/km; CO2 class (weighted combined): G; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 17,9 l/100km  
<sup>2</sup>Energy consumption (weighted combined): 21,4 kWh/100 Km plus 5,71 l/100km; CO2 emissions (weighted combined): 140 g/km; CO2 class (weighted combined): E; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 12,9 l/100km  
<sup>3</sup>Energy consumption (weighted combined): 4,3 kWh/100 Km plus 11,2 l/100km; CO2 emissions (weighted combined): 272 g/km; CO2 class (weighted combined): G; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 14 l/100km