

Media Information



1 July 2024

Curriculum vitae

Martin Sander

Member of the Board of Management of the Volkswagen Brand responsible for "Sales, Marketing and After Sales"



Martin Sander

Martin Sander was born in Hildesheim, Germany, in 1967. He studied mechanical engineering and graduated from TU Braunschweig with a degree in engineering (TU).

He can look back on a 25-year career in the automotive industry. Martin Sander held a number of different management roles at Audi AG in North America and

Europe. These included positions as Senior Vice President of Sales for Europe, Germany, Americas and the UK.

The engineering graduate was most recently Chairman of the Board of Management of Ford-Werke GmbH and General Manager Ford Model e for Ford of Europe.

Martin Sander became the Board Member for Sales, Marketing and After Sales at Volkswagen Passenger Cars on July 1, 2024.

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The Volkswagen Passenger Cars brand has a global presence and produces vehicles at 29 locations in 12 countries. In 2023, Volkswagen delivered about 4.9 million cars. These include bestsellers such as the Polo, T-Roc, T-Cross, Golf, Tiguan and Passat as well as the successful all-electric models of the ID. family. Last year, the company handed over about 394,000 all-electric vehicles to customers worldwide. About 170,000 people currently work at Volkswagen around the world. With its ACCELERATE strategy, the company is consistently driving forward its development into the most desirable brand for sustainable mobility.
