Audi – South African trademarks

Updated 8 November 2026

Audi is a German maker of premium cars, part of the Volkswagen Group.

How Audi has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#285
largest trademark owner in South Africa (of 121,626)

209
trademarks filed

4
different logos published since 2020

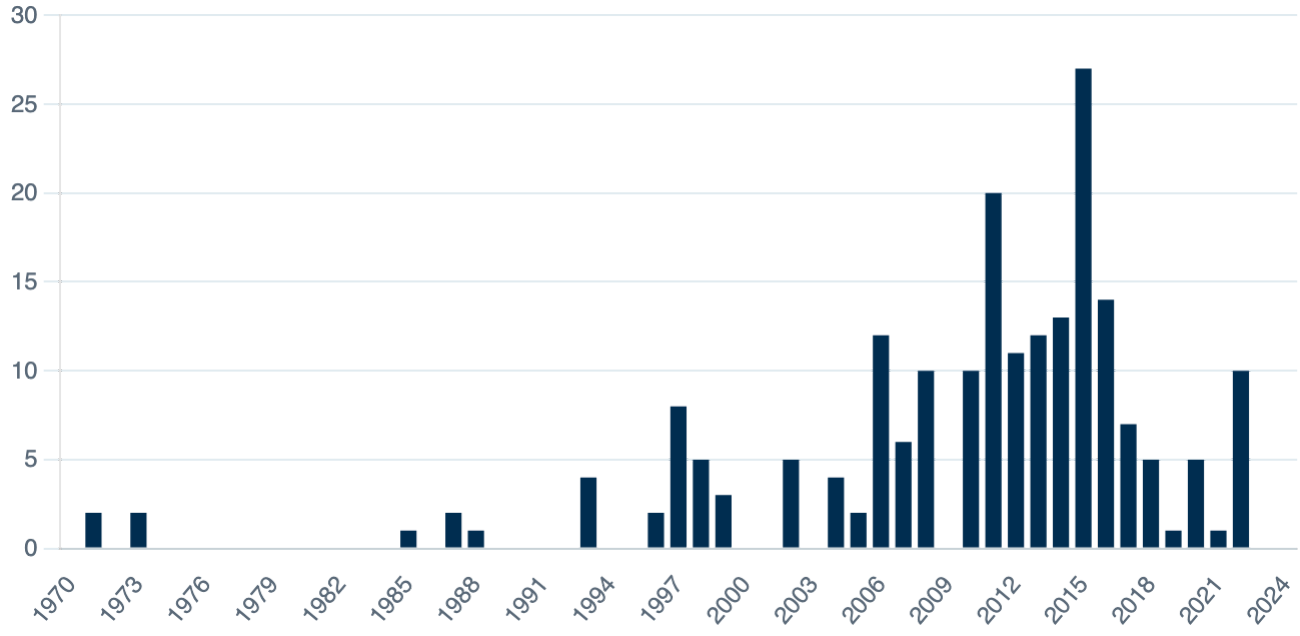
19
of 45 classes used

1951
first trademark filed

43
filed in the last 10 years

A portfolio built over time

Audi filed its first South African trademark in 1951 and has filed 209 since; its busiest year was 2015, with 27 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

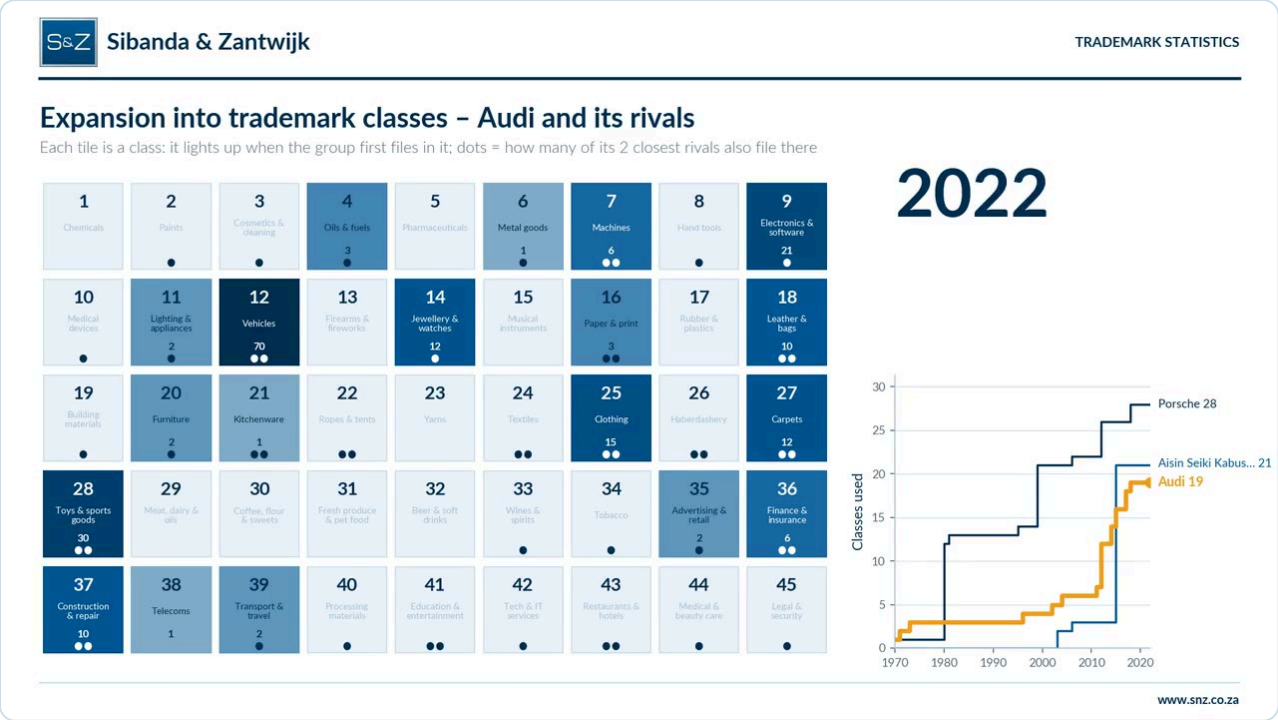
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Audi	211	1951–2022

Where Audi expanded its business

Trademark classes show what a business sells. Audi's portfolio is concentrated in vehicles (class 12), toys & sports goods (class 28), electronics & software (class 9). Its most recent moves were into kitchenware (2018), metal goods (2017), furniture (2017).

Audi trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/audi-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
12 Vehicles	70	33.5%	1951
28 Toys & sports goods	30	14.4%	2004
9 Electronics & software	21	10.0%	2002
25 Clothing	15	7.2%	2011
14 Jewellery & watches	12	5.7%	2012
27 Carpets	12	5.7%	2012
37 Construction & repair	10	4.8%	1973
18 Leather & bags	10	4.8%	2012

The brands Audi protects most

The word marks and logo names Audi has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	AUDI	20	14	1965–2020
2	RS	14	8	2013–2022
3	e-tron	8	8	2010–2019
4	Q2	7	7	2016–2016
5	Q4	6	6	2016–2016
6	Q5	6	6	2004–2015
7	Q7	6	6	2004–2015
8	SQ7	5	5	2010–2015
9	AI	4	4	2015–2015
10	Q3	4	4	2015–2015
11	AUDI NSU	3	3	1971–1973
12	FSI	3	3	1999–1999
13	RS Q8	3	3	2017–2017
14	A2	2	2	2011–2011
15	A3	2	2	1997–2011

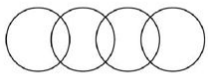
Logos filed most often (since 2020)



8 filings · 6 classes



5 filings · 5 classes



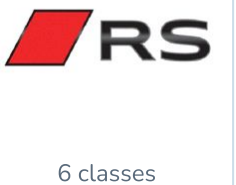
1 filing · 1 class



1 filing · 1 class

Audi's logos

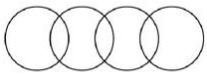
The 4 different logos Audi has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



6 classes



5 classes



1 class

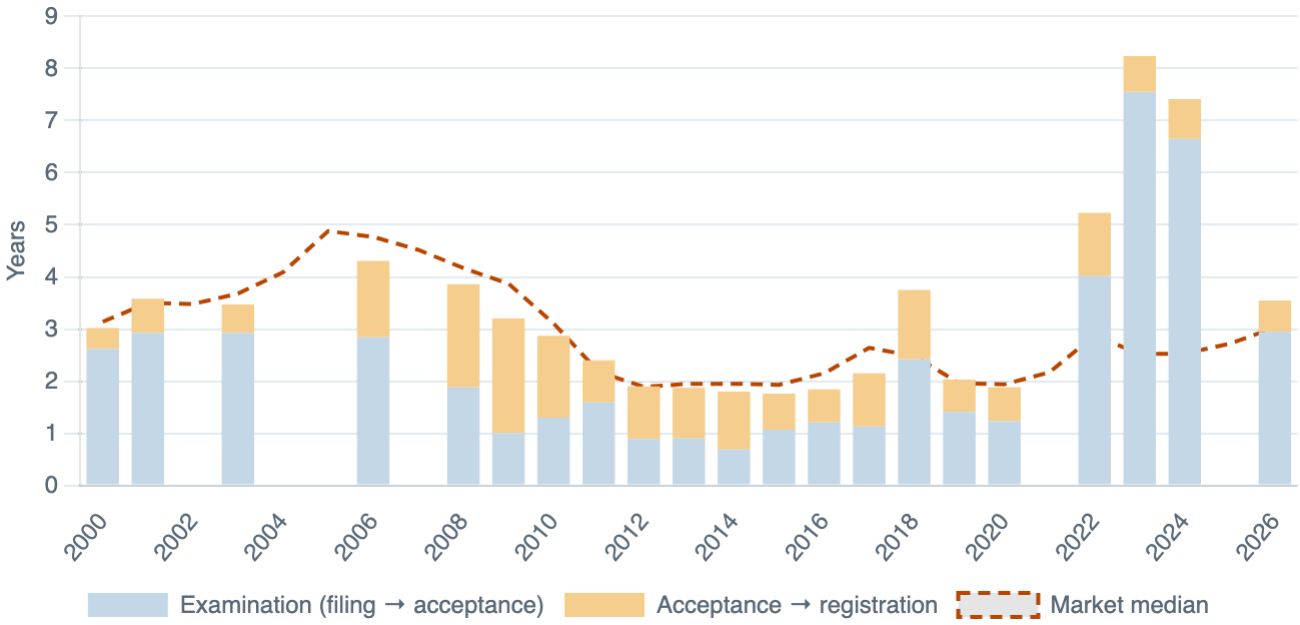


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Audi's marks took a median of **3.8 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 3.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

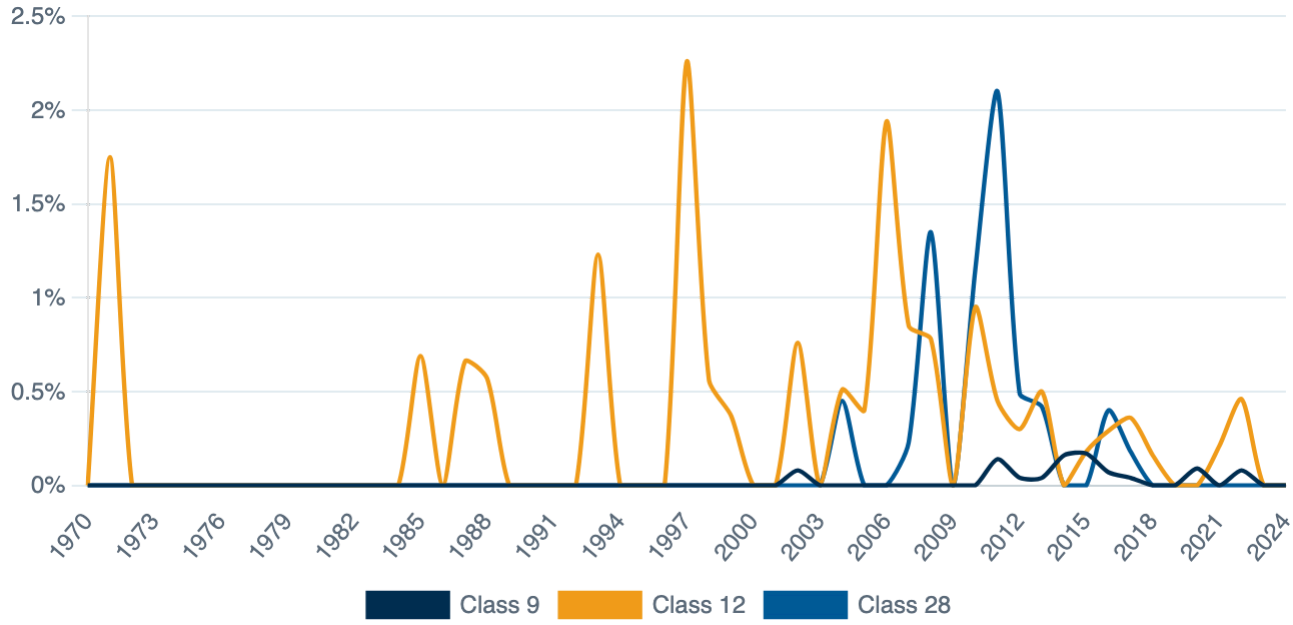


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Audi's classes

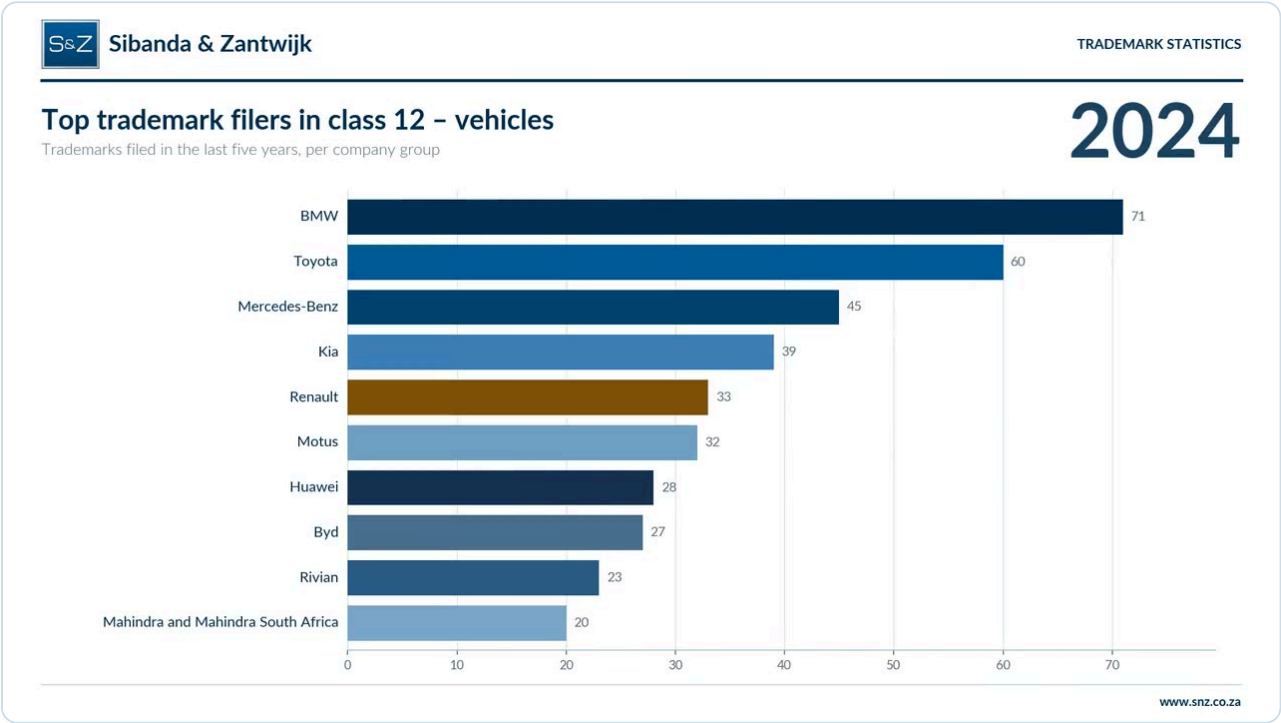
> Ranked by **number of trademarks filed in Audi's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Audi's market position, not who is most like it.

In the last five years, Audi was **#144** of 891 filers in class 12 (vehicles), with 3 of 2,078 trademarks; **#422** of 4,926 filers in class 9 (electronics & software), with 4 of 10,252 trademarks.



Audi's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 12 (vehicles), South Africa 1975–2024: Audi



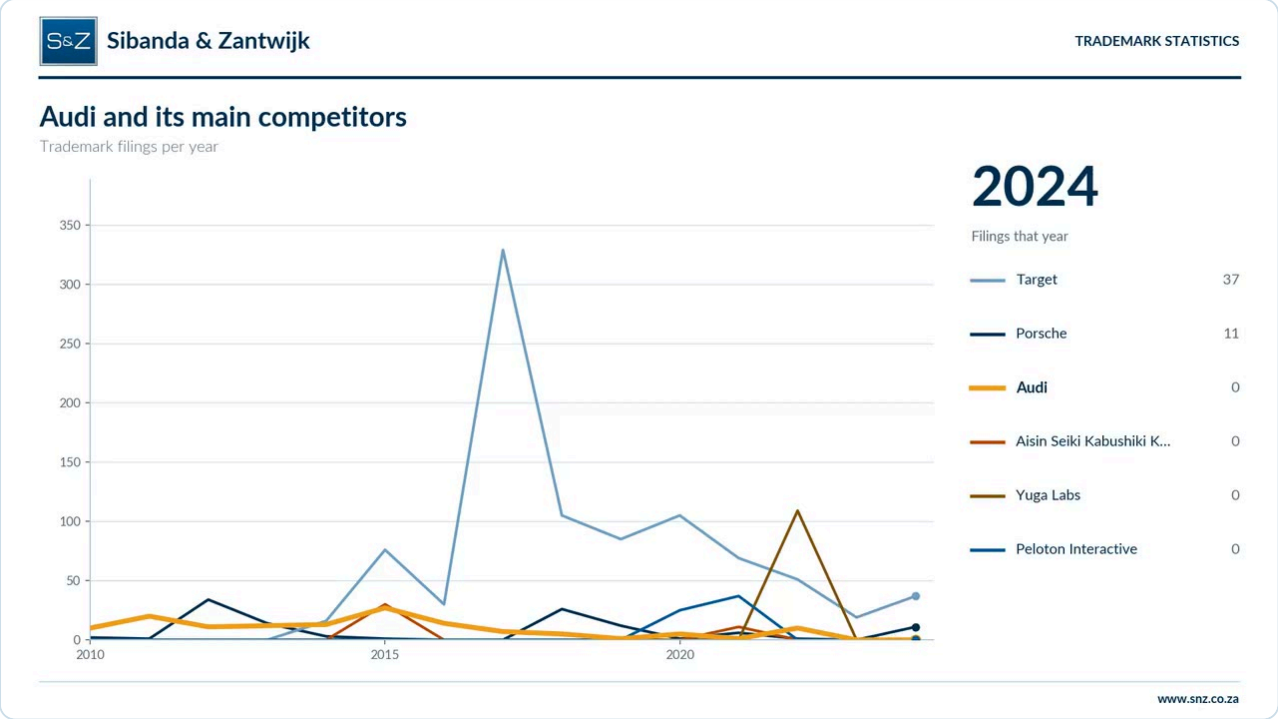
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/audi-south-african-trademarks/class-12-race-video.html

Main competitors – the companies most like Audi

> Ranked by **how similar their whole trademark portfolio is to Audi's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Audi's closest competitors in South Africa are Porsche and Aisin Seiki Kabushiki Kaisha Also.

Audi trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/audi-south-african-trademarks/competitors-video.html

Trademark filings per year: Audi (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Porsche	Direct competitor	60%
2	Aisin Seiki Kabushiki Kaisha Also	Direct competitor	54%
3	Target	Retailer's own brands	61%
4	Yuga Labs	Other field	61%
5	Peloton Interactive	Other field	58%
6	Red Bull	Other field	57%
7	Tiktok	Other field	56%
8	Vodafone	Other field	52%
9	LVMH	Other field	51%
10	Xiaomi	Other field	51%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Audi – relevant export countries

South Africa exported **US$65.8 billion** of the goods Audi's main classes cover in the last year – vehicles; parts; air or water; fittings (class 12); games; gymnastic and sporting articles; playthings; cars (class 28); computer software; computers; cases; measuring (class 9); clothing; footwear; headwear; headgear (class 25); jewellery; precious stones; precious metals; watches (class 14). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Audi's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	80	US$10.8 billion	+2%	National	US$2,388
2	United Kingdom	79	US$10.4 billion	+9%	National	US$1,371
3	United States of America	75	US$5.7 billion	+1%	National	US$3,425
4	India	72	US$6.6 billion	+9%	National	US$1,295
5	China	66	US$13.2 billion	-11%	National	US$1,224
6	Switzerland	65	US$3.2 billion	+3%	National	US$1,660
7	Hong Kong SAR	63	US$1.6 billion	+15%	National	US$1,715
8	Canada	63	US$980 m	-0%	National	US$2,192
9	Australia	61	US$833 m	+2%	National	US$2,380
10	Russian Federation	59	US$2.9 m	+23%	National	US$1,915

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Nigeria	54	US$60 m	-10%	National	US$1,015 S&Z
2	Uganda	53	US$419 m	+94%	ARIPO	US$450 S&Z
3	OAPI (17 states)	53	US$130 m	+3%	National	US$1,563 S&Z
4	Malawi	52	US$92 m	+36%	ARIPO	US$450 S&Z
5	Algeria	49	US$8.7 m	+34%	National	US$1,445
6	Mozambique	48	US$202 m	-13%	ARIPO	US$450 S&Z
7	Dem. Rep. of the Congo	47	US$84 m	-5%	National	US$2,100
8	Mauritius	45	US$53 m	+4%	National	US$1,154
9	Kenya	44	US$150 m	-4%	National	US$3,095
10	Zambia	42	US$411 m	+3%	National	US$2,610

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
AUDI	14	US$2,842	US$3,225
RS	8	US$1,624	US$2,117
e-tron	8	US$1,624	US$2,117
Q2	7	US$1,421	US$1,932
Q4	6	US$1,218	US$1,748

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Audi's five most-filed brands: word marks of **other companies** (not Audi's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to AUDI (classes 9, 12, 25, 27, 28; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to e-tron (classes 9, 12, 14, 18, 21, 25, 28, 39; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to SQ7 (classes 9, 12, 25, 27, 28; searched 2018-03-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to AUDI NSU (classes 7, 12, 37; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to FSI (classes 7, 12, 37; no close matches in the search)

No confusingly similar marks of other companies found.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a **technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management

Every renewal date in your portfolio tracked and paid online.

Competitor watch

Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

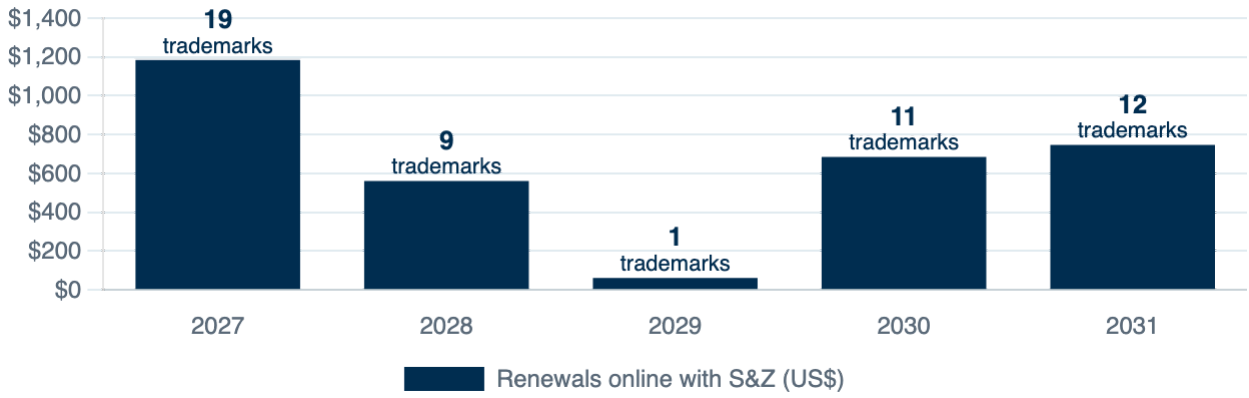
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Audi's next five years of renewals

52 of Audi's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$3,239 over the five years.



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