

**Corporate Communications**

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## **An array of awards for Audi publications**

- **“Encounter – The Audi Brand Magazine” honored as “Best of the Best” in the Automotive Brand Contest**
- **Gold for “Encounter – The Audi Technology Magazine” in the Best of Corporate Publishing (BCP) competition**
- **Silver BCP awards for employee magazine “Audimobil” and Governance, Risk & Compliance publication**

**Ingolstadt, June 20, 2013 – Two prestigious first prizes for the “Encounter” magazine series from Audi Communications. “Encounter – The Audi Brand Magazine” was honored as the “Best of the Best” in the field of Corporate Publishing in the Automotive Brand Contest. The prize is awarded by the renowned German Design Council. For the second time in a row, “Encounter – The Audi Technology Magazine” was named Gold Winner in the Best of Corporate Publishing Awards. Furthermore, the employee magazine “Audimobil” and a publication of the Governance, Risk & Compliance department of AUDI AG won silver BCP awards.**

In the “Encounter” magazine series, Audi Communications presents topics from the world of the Audi brand, products, and Technical Development in a journalistic vibrant manner. These prestigious awards are a testament to the extraordinary quality of these magazines once again this year, in terms of both content and design. As “Best of the Best”, “Encounter – The Audi Brand Magazine” was the only publication to be awarded the first prize in the category of Corporate Publishing in the Automotive Brand Contest.

As one jury member commented: “This corporate publishing magazine trumps with all its features: extensive reports, renowned photographers, illustrators and authors, modern design, extremely sophisticated technology and printing finesse – a publication, which perfectly conveys the sporty luxury of the brand.” Furthermore, the Audi Magazine and the Audi Service Magazine are also among the other winners in the Corporate Publishing category.

The Automotive Brand Contest is the only international design competition for car brands. It honors outstanding product design and communication design. Particular focus is placed on the significance of each brand and its brand design. This year, the jury of experts honored 15 winners in each of the 14 different categories, as well as four special categories – with one winner named “Best of the Best” in each category. The initiator and organizer of the Automotive Brand Contest is the renowned German Design Council. The foundation is one of the leading competence centers for communication and knowledge transfer in the field of design. This year’s award ceremony will be held on September 10, 2013, as part of the “Automotive Designers’ Night” in Frankfurt am Main.

For the second time in a row, “Encounter – The Audi Technology Magazine” was named Gold Winner in the Best of Corporate Publishing (BCP) Awards, Europe’s largest competition for corporate publishing media. The Audi Technology Magazine is a periodical, appearing mid-year and at the end of the year.

Both the AUDI AG employee magazine “Audimobil” and a publication of the Governance, Risk & Compliance department of the Ingolstadt based manufacturer won silver awards in the BCP competition.

The BCP awards are conferred annually by the “Forum Corporate Publishing”, an amalgamation of leading corporate publishing publishers and agencies from Germany, Austria and Switzerland. A jury made up of 150 well-known experts from the fields of journalism, art direction, marketing and corporate communication were responsible for judging the over 660 publications which were entered.

**“Encounter – The Audi Brand Magazine”:**

[https://www.audi-mediaservices.com/publish/microsites/Encounter\\_no6/index.html](https://www.audi-mediaservices.com/publish/microsites/Encounter_no6/index.html)

**“Encounter – The Audi Technology Magazine”:**

[https://www.audi-mediaservices.com/publish/microsites/Encounter\\_no5/index.html](https://www.audi-mediaservices.com/publish/microsites/Encounter_no5/index.html)

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In 2012, the Audi Group delivered 1,455,123 cars of the Audi brand to its customers, generated revenue of €48.8 billion and achieved an operating profit of €5.4 billion. The Audi Group is globally present in more than 100 markets and produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). The brand with four rings will produce cars also in Foshan (China) as of late 2013 and in San José Chiapa (Mexico) starting in 2016. AUDI AG’s wholly owned subsidiaries include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy) and the sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The Group currently employs more than 70,000 people worldwide, including around 50,000 in Germany. Total investment of approximately €11 billion is planned by 2015 – mainly in new products and sustainable technologies. Audi lives up to its corporate responsibility and has strategically established the principle of sustainability for its products and processes. The long-term goal is CO<sub>2</sub>-neutral mobility.