

Product and Technology Communications

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Awards for Audi in January and February

Ingolstadt, March 13, 2015

Multiple prizes for Audi at the “iF Design Awards”

16 prizes for Audi at the “iF Design Awards”. Audi has won the awards for the Showcar Audi prologue, the Audi TT*, the Audi 2013 Annual Report, the Audi ArtExperience brochure and the Audi eKurzinfor logbook app, among others. The Leica T camera, by Audi Design, even won the “iF design award” in Gold. The camera’s impressive design is distinguished by its clean lines, smooth surfaces and reduced shapes. An international panel of experts acting on behalf of the iF International Forum Design GmbH selected their favorites from more than 4,500 submissions. *(February 27, 2015)*

DEKRA Used Car Report: Victory for Audi A1*

For the second time in a row, the Audi A1 has received the prize for the best mini/small car from the DEKRA Used Car Report. The rating is based on the data from 15 million general inspections. *(February 26, 2015)*

Auto Zeitung: Audi is the “Top brand in 2015”

Auto Zeitung has named Audi the “Top brand in 2015” in the category “Multimedia and Connectivity.” The editors asked the magazine’s readers to select their “top brands” from a total of 20 automotive categories. For the first time, the categories this year included “Carsharing” and “Connectivity & Multimedia.” More than 9,400 readers participated in the voting. *(February 25, 2015)*

Audi TT is the “Sports Car of the Year” in Portugal

A 21-member expert jury has selected the Audi TT in Portugal as the “Sports Car of the Year 2015.” With this award, Car of the Year honors the special quality, efficiency and an outstanding driving experience. *(February 25, 2015)*

Audi A6* takes first place in the “Consumer Report”

For the third year in a row, the Audi A6 is the number one “Luxury Car” in *US Consumer Report*. Each year, around four million US drivers vote on the satisfaction with their vehicles. *(February 24, 2015)*

*The collective fuel consumption of all models named above and available on the German market can be found in the list provided at the end of this MediaInfo.

Audi A3 Sportback e-tron* wins the “Marcus Award” in Austria

Clean performance: The Austrian Automobile, Motorcycle and Touring Club has given the Audi A3 Sportback e-tron the “2015 Marcus Award” in the category of “Trendsetter.” The Audi A3 e-tron is the first plug-in hybrid from Audi. It combines sporty power with impressive efficiency and abundant driving enjoyment with unrestricted everyday utility. *(February 20, 2015)*

Victory for Audi A3* at the “U.S. News Best Cars Award”

The Audi A3 has won the “U.S. News Best Cars Award” in the category of “Upscale Small Cars.” The jury explained its decision by noting the sporty handling and the extensive equipment of the Audi A3. *(February 12, 2015)*

Audi A5* receives the “Kelley Blue Book Award”

The Audi A5 has won the “Kelley Blue Book Award” in the “Luxury Car” category. Kelley Blue Book is an American provider of information about new and used cars. The award goes to cars with the lowest operating costs. *(February 12, 2015)*

Victories for Audi A6 and A1 at the “Blogger Auto Award”

Audi is one step ahead in two categories among online multipliers: The Audi A6 is the darling of the upper midsize car bloggers. The Audi A1 speaks for itself among small cars. Each year 25 German-speaking car bloggers choose the best cars in various segments. *(February 10, 2015)*

Audi A3 Sportback e-tron is “Wertmeister (Value Champion) of 2015”

The Audi A3 Sportback e-tron is the most stable car in its segment when it comes to value. That was the conclusion drawn by *Auto Bild* and the market research institute Schwacke. The A3 e-tron stands out with the best residual value forecast among compact cars, receiving the title “Value Champion of 2015.” *(February 5, 2015)*

Thumbs up for Audi

Facebook, YouTube, Twitter, and more – Audi is a particularly active communicator in social networks. This also pleases the users: 1.5 million Facebook fans of Audi Germany like, share, and comment on Audi’s contents. Indeed, among the German car makers the Four Rings receive the highest attention and most approvals from users. Audi Germany’s YouTube channel also has the most subscribers, numbering 440,000. This was the result of an analysis by the marketing agency Webguerrillas, as reported by *Wirtschaftswoche*. Audi scores so high mainly due to fast response times and regular posting of items in the portals. *(February 2, 2015)*

Two wins for Audi in “Best Cars of 2015”

Audi has taken two overall victories in this year’s “Best Cars” survey. The Audi A1 has won in the “Small Car” category. The Audi Q3* came out on top in the “Compact SUV” category. Readers of *auto motor und sport* could choose from a total of 386 models in eleven categories. (January 29, 2015)

“Product of the Future” Award for Audi virtual cockpit and MMI

The Audi virtual cockpit and the MMI have received awards as “Products of the Future.” The awards were conferred by the US magazine *Popular Science*. (January 21, 2015)

Three awards for Audi in India

Audi has taken the three first places in the Indian “NDTV Car and Bike Award”: The Audi A3 has won the titles of “NDTV Car of the Year” and “Entry Premium Car of the Year.” In addition, Audi India Communications has received the award for “Best PR & Communication Team of the Year.” (January 20, 2015)

“What Car? Award”: Triple victory for Audi

Audi has cleaned up at the award ceremony of this year’s “What Car? Award.” The UK magazine “What Car?” has named the Audi TT the “Coupé of the Year,” the A3 Sportback e-tron won in the “Electric Car” category and the A3 Cabriolet* secured first place in the “Cabriolets” category. (January 8, 2015)

– End –

Fuel consumption of the models named above:

Audi A1:

Combined fuel consumption in l/100 km: 7.3 – 3.4** (32.2 – 69.2 US mpg);
Combined CO₂ emissions in g/km: 168 – 89** (270.4 – 143.2 g/mi)

Audi TT:

Combined fuel consumption in l/100 km: 7.5 – 4.2** (31.4 – 56.0 US mpg);
Combined CO₂ emissions in g/km: 174 – 110** (280.0 – 177.0 g/mi)

Audi A6:

Combined fuel consumption in l/100 km: 9.6 – 4.2** (24.5 – 56.0 US mpg);
Combined CO₂ emissions in g/km: 224 – 109** (360.5 – 175.4 g/mi)



Audi A3 Sportback e-tron:

Combined fuel consumption in l/100 km: 1.7 – 1.5** (*138.4 – 156.8 US mpg*);

Combined power consumption in Wh/km: 124 – 114**;

Combined CO₂ emissions in g/km: 39 – 35** (*62.8 – 56.3 g/mi*)

Audi A3:

Combined fuel consumption in l/100 km: 8.3 – 1.5** (*28.3 – 156.8 US mpg*);

Combined CO₂ emissions in g/km: 194 – 35** (*312.2 – 56.3 g/mi*)

Audi A5:

Combined fuel consumption in l/100 km: 10.7 – 4.2** (*22.0 – 56.0 US mpg*);

Combined CO₂ emissions in g/km: 249 – 109** (*400.7 – 175.4 g/mi*)

Audi Q3:

Combined fuel consumption in l/100 km: 8.4 – 4.4** (*28.0 – 53.5 US mpg*);

Combined CO₂ emissions in g/km: 198 – 114** (*318.7 – 183.5 g/mi*)

Audi A3 Cabriolet:

Combined fuel consumption in l/100 km: 7.1 – 3.9** (*33.1 – 60.3 US mpg*);

Combined CO₂ emissions in g/km: 165 – 104** (*265.5 – 167.4 g/mi*)

****The fuel consumption and the CO₂ emissions of a vehicle vary due to the choice of wheels and tires. They not only depend on the efficient utilization of the fuel by the vehicle, but are also influenced by driving behavior and other non-technical factors.**

In 2014, the Audi Group delivered approximately 1,741,100 cars of the Audi brand to its customers. The company achieved revenue of €53.8 billion and an operating profit of €5.15 billion in 2014. Audi operates globally in more than 100 markets and has production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun and Foshan (China) and Jakarta (Indonesia). The brand with the Four Rings will start producing cars in Curitiba (Brazil) this year and in San José Chiapa (Mexico) in 2016. Wholly owned subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The company currently employs approximately 80,000 people worldwide, thereof around 58,000 in Germany. Total investment of about €24 billion is planned from 2015 to 2019 – primarily in new products and sustainable technologies. Audi is committed to its corporate responsibility and has anchored the principle of sustainability for its products and processes in its strategy. The long-term goal is CO₂-neutral mobility.