

Product and Technology Communications

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Awards for Audi in July and August

Ingolstadt, September 3, 2014

Audi is the most sustainable company in Germany

German consumers have voted AUDI AG the most sustainable company: Audi tops the Sustainability Image Score 2014 (SIS) compiled by Facit Research, followed by BMW and Hipp. The Sustainability Image Score is calculated from a variety of indicators spanning ecological, economic and social sustainability. *(August 21, 2014)*

Audi Korea awarded “Best Automotive Brand” title

The Korean daily newspaper DongA Ilbo has voted Audi the “Best Automotive Brand”. The newspaper based its decision on the innovative marketing strategy and rapid sales growth of Audi Korea. *(August 21, 2014)*

Audi eKurzinfor wins Red Dot Award

Audi has received the Red Dot Award for the on-board literature app “Audi eKurzinfor”. The app came out on top in the Communication Design category. Audi eKurzinfor enables customers to call up information on how to operate their Audi on their smartphone, using augmented reality. The mobile phone uses its camera to identify controls in the car, depicts them in animated form on the display and explains them. *(August 18, 2014)*

J.D. Power: Audi is the number one for customer service in China

Audi again came out on top in China for its dealer and workshop service according to a customer poll conducted by the renowned market research institute J.D. Power Asia Pacific. In the 14th Customer Service Index (CSI) study compiled in 2014, Audi yet again achieved an above-average score in all categories of the service and aftersales survey. Audi also tops the Sales Satisfaction Index 2014 (SSI) published in June. This distinguishes the brand with the four rings as the double winner among the premium brand of the sales and service quality studies in the Chinese market for a fifth time in a row. The categories of the CSI- survey are service quality, service facility, vehicle pick-up, service advisor and process efficiency. J.D. Power interviewed around 17,000 new-car owners who bought their car between February 2012 and May 2013. The study was conducted in more than 45 cities in China. *(August 1, 2014)*

*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.

Five stars for Audi A6* in KoreaNCAP crash test

The South Korean crash test program KNCAP has awarded the current Audi A6 the maximum five stars (First Grade) for crash safety and pedestrian protection. That makes the Audi A6 one of the safest cars in its segment in the South Korean market. *(July 31, 2014)*

Audi wins connectivity award

Five first places for the four rings: That is the tally in the first-ever reader poll of connectivity features conducted by auto motor und sport and CHIP, to which more than 42,500 readers responded. Audi emerged as best-in-class in the categories Navigation, Telephone Integration, Sound System, Entertainment/Multimedia and Connected Cars. Winning technologies were the Audi MMI Navigation plus, the Audi phone box, the Bang & Olufsen Sound System in the Audi S3* and the LTE wireless communication standard. In the Connected Cars category, the voters chose the new Audi TT* as the best-connected car. *(July 24, 2014)*

“Auto Express Award 2014”: victory for Audi A3 Cabriolet* and Audi A6 ultra*

Audi scooped the honors in two categories of the British “Auto Express Award”: The Audi A3 Cabriolet 1.4 TFSI won the “Best Convertible” award, and the Audi A6 2.0 TDI ultra earned the accolade of “Best Executive Car”. *(July 15, 2014)*

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Fuel consumption of the models named above:

Audi A6

Combined fuel consumption in l/100 km: 9.8 – 4.4 (*24.0 – 53.5 US mpg*);

Combined CO₂ emissions in g/km: 229 – 114 (*368.5 – 183.5 g/mi*)

Audi S3

Combined fuel consumption in l/100 km: 7.0 – 6.9 (*33.6 – 34.1 US mpg*);

Combined CO₂ emissions in g/km: 162 – 159 (*260.7 – 255.9 g/mi*)

Audi TT

Combined fuel consumption in l/100 km: 7.1 – 4.2 (*33.1 – 56.0 US mpg*);

Combined CO₂ emissions in g/km: 164 – 110 (*263.9 – 177.0 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*)

Audi A6 ultra

Combined fuel consumption in l/100 km: 4.6 – 4.4 (*51.1 – 53.5 US mpg*);

Combined CO₂ emissions in g/km: 119 – 114 (*191.5 – 183.5 g/mi*)

The Audi Group delivered approximately 1,575,500 cars of the Audi brand to customers in 2013. As one of the most successful models, the Audi A3 has been awarded the title of “World Car of the Year 2014” by an international jury of journalists (combined fuel consumption in l/100 km: 7.1 – 3.2; combined CO₂ emissions in g/km: 165 – 85). In 2013, the company reported revenue of €49.9 billion and an operating profit of €5.03 billion. The company 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 (China) and Jakarta (Indonesia). Since the end of 2013, the brand with the Four Rings has also been producing cars in Foshan (China). In 2015, Audi will start production in São José dos Pinhais (Brazil), followed by 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 Ducati Motor Holding S.p.A. (Bologna, Italy), the sports motorcycle manufacturer. The company currently employs approximately 76,000 people worldwide, thereof more than 53,400 in Germany. Total investment of around €22 billion is planned from 2014 to 2018 – 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.