

Product and Technology Communications

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Awards for Audi in October and November 2013

Ingolstadt, December 11, 2013

Audi RS 6 Avant is “Sports Car 2013”

In the awards for “Auto Bild Sports Cars of the Year 2013”, Audi came top in the “Production Station Wagon” category with the RS 6 Avant. The “Auto Bild Sportscars” journal presented the awards during the Essen Motor Show. A total of 143 cars in 17 categories were in the running. Frank van Meel, Managing Director of quattro GmbH, received the accolade. (November 29, 2013)

Award for the Audi e-gas project

In October, Sweden’s “Wind Power Association” presented Audi with an award for its “e-gas project”. This project transcends the automobile industry.

It demonstrates how large amounts of green electricity can be stored efficiently and independently of location by transforming it into methane gas and holding it in the natural-gas network. (October 25, 2013)

“Australia’s Best Car Awards”: Victory for the Audi A3 Sportback

At the “Best Car Awards” in Australia, Audi was ranked first in the category for “Best Small Car over \$35,000” with the Audi A3 Sportback 1.4 TFSI. The awards for “Australia’s Best Cars” have been presented since 2000. The winning models in a total of 15 different categories are selected by the country’s seven largest automobile clubs. (November 19, 2013)

Audi A5 wins the “Kelley Blue Book Best Resale Value Award”

The Audi A5 triumphed at the annual American Kelley Blue Book awards for the best resale value. Audi received the accolade in the “Luxury Car” category. (November 19, 2013)

FN50 survey: Audi is the most reliable carmaker in the United Kingdom

The British study known as the “FN50 survey” has honored Audi as the most reliable carmaker. The survey was conducted among customers of the 50 largest leasing firms in the UK. It was commissioned by the British “Fleet News Magazine”. (November 14, 2013)

J.D. Power APEAL Study 2013: Audi delights Chinese customers

According to the most recent J.D. Power survey in China, Audi is ranked second as the best German premium brand. In the luxury SUV segment, the Audi Q5 received the highest survey results to secure top place. A total of 213 models built by 65 Chinese and international brands were considered. During the APEAL Study, J.D. Power Asia Pacific examined the satisfaction of almost 21,000 new-car customers in the first two to six months after their purchase. The respondents rated the models in ten different categories. (November 29, 2013)

“Effie” award for the Audi brand campaign

The Audi brand campaign was awarded one of the advertising industry’s most important prizes, an “Effie” in bronze, in the “Automotive” category. Run during early 2012, the campaign showcased key Audi technologies to a wide audience. In addition to a TV commercial, it included advertisements in print and online media for the brand’s core competence areas such as Audi e-tron and Audi connect. For more than 30 years, “Effie” awards have been presented by the German Association of Communications Agencies (GWA) in recognition of particularly successful and efficient marketing communications. (November 14, 2013)

Audi Korea honored for its “Land of quattro” campaign

Audi Korea scooped an accolade for its “Land of quattro” campaign. Once a year, the Korean newspaper “Chosun Ilbo” presents a prize for the best advertising in the print sector. Audi came top in the category for “Best Automotive Campaign”. (October 29, 2013)

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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, in 2015 in São José dos Pinhais (Brasilien) and 2016 in San José Chiapa (Mexico). 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 CO₂-neutral mobility.