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## **Audi R8 is the “2016 World Performance Car”**

- **Fourth win for the Audi R8 in the World Car Awards**
- **Dietmar Voggenger, Audi Board Member for Sales and Marketing:**  
“The Audi R8 is one of the brand’s strongest calling cards”

**Ingolstadt/New York, March 24, 2016 – The Audi R8 Coupé\* has been named “2016 World Performance Car” in the World Car Awards. The award ceremony took place Thursday during the New York Auto Show.**

With a total of four awards, the Audi R8 is the most successful model in the history of the World Car Awards. The predecessor to the R8 had already taken home two World Performance Car awards and a World Car Design of the Year award in the prestigious competition. Now the second generation of the high-performance sports car from Audi was able to win over the international jury of 73 leading automotive journalists. This makes the Audi R8 a winner – on the road as well as on the racetrack.

“With its distinctive design, its driving dynamics and its closeness to racing, the R8 is one of the strongest calling cards for the four rings and is the flagship car from Audi Sport. The first generation of the R8 paved our way toward becoming a premium brand and raised the aura of Audi to a new level. The new R8 will continue this success story and further accelerate the growth strategy of Audi Sport,” said Dietmar Voggenger, Board Member for Sales and Marketing at AUDI AG.

The Audi R8 Coupé offers more performance than any other Audi production model. The V10 mid-engine and a newly developed quattro drive offer extraordinary driving performance. The top version, with 610 hp (449 kW), sprints from 0 to 100 km/h (62.1 mph) in just 3.2 seconds and its maximum speed is 330 km/h (205.1 mph). A high-revving mid-engine, consistent lightweight construction concept and extremely dynamic suspension with quattro drive in addition to fully variable torque vectoring all make the R8 Coupé a truly exceptional car.

\*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.



The genetics of the Audi R8 contain the know-how acquired from numerous wins by the brand in auto racing: the sport prototypes have won the 24 hours of Le Mans 13 times since 2000, and the R8 LMS contributed seven more overall victories in 24-hour races since 2009.

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2005	Audi A6	World Car of the Year
2007	Audi RS 4	World Performance Car
	Audi TT	World Car Design of the Year
2008	Audi R8	World Performance Car
	Audi R8	World Car Design of the Year
2010	Audi R8 V10	World Performance Car
2014	Audi A3	World Car of the Year
2016	<b>Audi R8</b>	<b>World Performance Car</b>

#### Fuel consumption of the models named above

##### Audi R8 Coupé

Combined fuel consumption in l/100 km: 12.3 – 11.4\*\* (*19.1 – 20.6 US mpg*);

Combined CO<sub>2</sub> emissions in g/km: 287 – 272\*\* (*461.9 – 437.7 g/mi*)

\*\* Fuel consumption and CO<sub>2</sub> emissions data are dependent on the choice of wheels and tires as well as on the combination of engine and gearbox.

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. In the second half of 2016, the production of the Audi Q5 will start in San José Chiapa (Mexico). 100 percent 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).

In 2015, the Audi Group delivered to customers approximately 1.8 million automobiles of the Audi brand, 3,245 sports cars of the Lamborghini brand and about 54,800 motorcycles of the Ducati brand. In the 2015 financial year, AUDI AG achieved total revenue of €58.4 billion and an operating profit of €4.8 billion. At present, approximately 85,000 people work for the company all over the world, about 60,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.