



**Product and Technology Communications**

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## **Two wins for Audi in “Best Cars 2015”**

- **Audi A1\* is best small car**
- **Audi Q3\* wins in the “Compact SUV” category**
- **Second place for Audi A6\*, third place for Audi A3\***

**Ingolstadt/Stuttgart, January 29, 2015 – Audi takes two overall victories in this year’s “Best Cars” survey. Readers of “auto motor und sport” magazine selected their favorites. The award ceremony will be held today in Stuttgart.**

Prof. Dr. Ulrich Hackenberg, Board Member for Technical Development at AUDI AG: “We are extremely happy about this important honor. It confirms the success of our brand in the small car and compact segment.” Luca de Meo, Board Member for Sales at AUDI AG, added: “More than 500,000 A1 cars have been sold since its market launch. The Q3 is also conquering a lot of market share for our brand and is the most popular premium SUV in its segment.”

Readers could choose from a total of 386 models in eleven categories in the “Best Cars” survey. In each category, readers selected an overall winner and a top import. The A1 took first place in the “Small Car” category with 25 percent of the readers’ votes. The Audi Q3 came out on top in the “Compact SUV” category with 19 percent of the votes. In addition, the brand took second place in the “Upper Midsize Class” category with the Audi A6. Among the compact cars, the Audi A3 took third place. More than 112,471 readers participated in this year’s “Best Cars” vote, which was being held for the 39<sup>th</sup> time this year.

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\*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.



**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 CO<sub>2</sub> emissions in g/km: 168 – 89\*\* (270.4 – 143.2 g/mi)

**Audi Q3**

Combined fuel consumption in l/100 km: 8.6 – 4.4\*\* (27.4 – 53.5 US mpg);  
Combined CO<sub>2</sub> emissions in g/km: 203 – 114\*\* (326.7 – 183.5 g/mi);

**Audi A3**

Combined fuel consumption in l/100 km: 8.3 – 3.2\*\* (28.3 – 73.5 US mpg);  
Combined CO<sub>2</sub> emissions in g/km: 194 – 35\*\* (312.2 – 56.3 g/mi)

**Audi A6**

Combined fuel consumption in l/100 km: 9.6 – 4.2\*\* (24.5 – 56.0 US mpg);  
Combined CO<sub>2</sub> emissions in g/km: 224 – 109\*\* (360.5 – 175.4 g/mi);

\*\*The fuel consumption and the CO<sub>2</sub> 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.

The Audi Group delivered approximately 1,741,100 cars of the Audi brand to customers in 2014. 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: 8,3 – 3,2; combined CO<sub>2</sub> emissions in g/km: 194 – 35). 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). As of mid-2015, Audi will operate a production facility 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 80,000 people worldwide, thereof approximately 55,800 in Germany. Total investment of around €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 CO<sub>2</sub>-neutral mobility.