Study shows Audi unmatched for future viability

- First place in BrandTrust Resilience Index of automobile brands in Germany
- Audi advances in overall ranking, improvements based on nearly all individual criteria
- Technology of the future in new Audi A8 and Audi e-tron production models

Ingolstadt, September 19, 2017 – Kudos for the four rings: When it comes to viability for the future, the BrandTrust Resilience Index has ranked Audi in first place among automobile brands in Germany. The brand moved up a spot since the last survey in 2015 and took over the top ranking from Tesla.

The index covers the resilience and future viability of automobile brands in Germany. It is based on a representative study by the brand and management consulting firm BrandTrust. Ten “resiliency indicators” served as the assessment criteria. These include a brand’s ability to adapt, its social relevance, the ability to be a trend-setter, the quality of the brand experience, and the loyalty of its customers.

Compared to the study results two years ago, this time the survey respondents gave Audi higher scores in almost every category. The factors behind this success, according to the authors of the study, are outstanding products, clear brand positioning and impressive brand experiences.

Audi is continually working on the mobility of the future. The new Audi A8 is the world’s first production automobile developed for highly automated driving. And last week at the International Motor Show (IAA), the premium brand presented its idea for a fully autonomous car of tomorrow – in the form of the design vision Audi Aicon.

The Ingolstadt-based brand will usher in the age of purely electric cars next year with the Audi e-tron. Audi wants to offer more than 20 electric cars and plug-in hybrids in its product range by 2025, represented in all segments and concepts. The plan calls for a third of all Audi models delivered to be electrically powered by then.

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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 12 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2016, the Audi Group delivered to customers about 1.868 million automobiles of the Audi brand, 3,457 sports cars of the Lamborghini brand and 55,451 motorcycles of the Ducati brand. In the 2016 fiscal year, AUDI AG achieved total revenue of €59.3 billion and an operating profit of €3.1 billion. At present, approximately 88,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.