



Product and Technology Communications

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Important awards for Audi

Ingolstadt, May 29, 2018

“Auto Zeitung”: Audi A7 Sportback wins Design Trophy

More than 13,000 readers of “Auto Zeitung” cast their votes for the best new car designs in five classes in the Design Trophy competition. The new Audi A7 Sportback won in the “Sedans/ Station wagons/Minivans” category with 13.5 percent of the votes cast. The large four-door coupé also took third place in the overall “Champion of All Classes” standings. With this victory, Audi continues its Design Trophy success story. The R8 (combined fuel consumption in l/100 km: 13.4 – 12.6* [17.6 – 18.7 US mpg]; combined CO₂ emissions in g/km: 306 – 287* [492.5 – 461.9 g/mi]) dominated the sports cars in 2016; in 2017 the A5 Sportback dominated the sedans.

(May 2018)

World Media Festival: two awards for Audi A8 films

The jury of the World Media Festival has honored two Audi films with the intermedia globe award: the full-length documentary “Making of the Audi A8”, produced for n-tv by Hamburg-based production company M4 Automotive, was presented with the GOLD award in the “Technology Documentation” category. The jury awarded Audi the silver prize in the “Web TV: product presentations” category for the [Audi A8 Spiderman film](#), which attracted attention during the advance communication campaign for the world premiere of the Audi A8. The award ceremony took place during the 19th World Media Festival.

(May 2018)

“Automovil Panamericano Magazine”: Audi A3 selected as best compact sedan

The Audi A3 sedan has won the “Compact sedan” category of the Best Cars 2018 awards from Automovil Panamericano magazine of Mexico for the third consecutive time. For the first time this year, social media followers and fans of the magazine voted alongside readers.

(May 2018)

Car of the Year in Luxembourg: five prizes for Audi

Audi has won five prizes in the Car of the Year awards in Luxembourg.

The A3 prevailed with around a quarter of the votes in the compact class. Second place went to the A8 in the luxury class, to the Q2 among compact SUVs and to the Q5 among the midsize SUVs. The Audi A5 Coupé took third place in the sports cars, convertibles & coupés segment. The automotive editorial staff of the Saint-Paul Luxembourg media company nominated the cars from the various categories and 21,000 readers voted on their rankings.

(April 2018)

* Fuel consumption and CO₂ emission figures given in ranges depend on the tires/wheels used



Schibsted Motor Awards in Spain: victory for the Audi A8

The Audi A8 has been selected as one of the best full-size sedans of 2018 in the Schibsted Motor Awards in Spain. This competition was organized by the popular automotive portal Coches.net. Users could choose from more than 50 models in eight categories.
(April 2018)

Taiwan COTY Award: Audi A5 Sportback best sedan

The Audi A5 Sportback is the best large sedan of 2018. This was the verdict of the jury of the Taiwan Car of the Year Awards. The jury especially praised the elegant exterior design, high-tech features such as the Audi virtual cockpit and the superb driving dynamics of the car. The award is presented by “CarNews” magazine, the country’s most popular automotive magazine. Among the more than 30 jurors were automotive journalists as well as car enthusiasts, scholars and lifestyle journalists.
(April 2018)

MECOTY in Abu Dhabi: Audi with three wins

Audi achieved a triple victory in the Middle East Car of the Year (MECOTY) Awards in Abu Dhabi (United Arab Emirates): The TT RS (combined fuel consumption in l/100 km: 8.4 – 8.2* [28.0 – 28.7 US mpg]; combined CO₂ emissions in g/km: 192 – 187* [309 – 300.9 g/mi]) was honored as best sports coupé; the RS 3 sedan (fuel consumption combined in l/100: 8.4 – 8.3* [28.0 – 28.3 US mpg]; combined CO₂ emissions in g/km: 191 – 188* [307.4 – 302.6 g/mi]) was named the best compact sports sedan; and the S5 (fuel consumption combined in l/100 km: 7.7 – 7.5* [30.5 – 31.4 US mpg]; combined CO₂ emissions in g/km: 174 – 170* [280.0 – 273.6 g/mi]) was chosen the best premium sports coupé. As a result, the brand with the four rings won in three of the five classes in which it competed. The 16 jurors – media representatives from several Middle East countries – had subjected the nominated cars to a multistage selection process over a period of ten months. The MECOTY took place in 2018 for the fifth time – and Audi has been the dominant brand among the list of previous winners.
(April 2018)

Car of the Year Award in Dubai: Audi wins with A8 and RS 5 Coupé

Double victory for Audi in the United Arab Emirates: The Audi A8 and RS 5 Coupé (fuel consumption, combined in l/100 km: 8.7 [27.0 US mpg]; combined CO₂ emissions in g/km: 197 [317 g/mi]) won their respective categories in the Car of the Year 2018 competition organized by “Wheels” magazine. The jury members assessed the 60 nominated models on the basis of test drives. They praised the wealth of new technologies in the Audi luxury sedan and the emotional sportiness and safety equipment in the coupé. This was the second victory in the region this year for the A8, after having been voted the best large premium sedan by “Automobile” magazine.
(March 2018)



Additional awards that have already been announced separately (see link to the [Audi Media Center](#)):

- [“Auto Bild Allrad” reader survey: Audi A6 allroad quattro is “All-wheel Drive Car of the Year 2018”](#)
- [Audi A8 is the “World Luxury Car of 2018”](#)
- [“Auto Bild” reader survey: Audi leading brand for quality](#)
- [Audi top brand in DEKRA Used Car Report 2018](#)

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Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the “Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models,” which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).

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. 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 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 motorcycles of the Ducati brand. In the 2017 fiscal year, AUDI AG achieved total revenue of €60.1 billion and an operating profit of €5.1 billion. At present, approximately 90,000 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.