



**Communications Model Lines, Innovation and Technology**

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## **Audi A8 most innovative model of 2018**

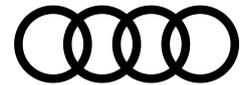
- **Two victories in “Automotive Innovations Award”**
- **A8 most innovative model, Audi most innovative premium brand for autonomous driving**
- **Audi Board Member for Technical Development Peter Mertens: “The Audi A8 is at the forefront of technology and is successfully doing pioneering work with automated driving”**

**Ingolstadt/Frankfurt, June 12, 2018 – Award-winning: The Audi A8 is the most innovative model of the year 2018 and Audi is the most innovative premium brand in the “Autonomous driving and safety” category. The “Center of Automotive Management” and consulting firm PricewaterhouseCoopers AG, who together present the “Automotive Innovations Award,” reached this verdict.**

“We are absolutely delighted with these awards,” said Peter Mertens, Board Member for Technical Development at AUDI AG, during the award ceremony which was held on Tuesday evening in Frankfurt am Main. “They prove that with the new A8 we are at the forefront of the competition when it comes to technology and are also making a significant contribution to the important future-oriented area of automated driving.”

The victory for the Audi A8 is testimony to the numerous innovations which the brand’s flagship delivers. The active suspension took first place in the rankings. In the case of a side impact it mitigates the risks for passengers by instantly raising the body by a few centimeters. The exit warning, the laser scanner and the HD Matrix LED headlights with Audi laser light also provided the large sedan with important points.

For the award as the most innovative premium brand in the “Autonomous driving and safety” category, the four-door design vision Audi Aicon proved compelling alongside the assistance systems in the Audi A8. The futuristic design study is geared entirely to autonomous driving and dispenses with a steering wheel and pedals.



With the “Automotive Innovations Award,” which was held for the seventh time in 2018, the most innovative automakers and suppliers of the year were singled out for praise. The manufacturer’s standings were decided based on a study of the database maintained by the “Center of Automotive Management” in Bergisch Gladbach. An expert jury reached the decision for the suppliers. A total of 1,296 innovations from all leading automakers involving around 60 brands were incorporated into the 2018 rankings.

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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 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.