



**Product and Technology Communications**

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## **Awards for Audi in December**

**Ingolstadt, January 16, 2015**

### **Top Gear: Audi TT\* is “Coupé of the Year 2014”**

The British magazine Top Gear has declared the Audi TT as its Coupé of the Year 2014. The jury praised the Audi TT 2.0 TDI ultra, developing 184 hp, as an especially smooth, quiet-running and evocative car. *(December 28, 2014)*

### **Top marks for Audi A3 and S3 Sedan\* in US NCAP**

The Audi A3 Sedan and the Audi S3 Sedan achieved the highest overall grading of five stars in the US NCAP, signaling the maximum level of crash safety. The A3 Sedan was the only European model in the premium compact segment to be awarded five stars and the title of “Top Safety Pick+” of the “Insurance Institute for Highway Safety”. *(December 15, 2014)*

### **Four awards for Audi at “Connected Car Award”**

Audi was the most successful brand at the “Connected Car Award” organized by Auto Bild and Computer Bild. The four rings won a total of four awards. The brand took top spot in the Navigation, Internet and Entertainment categories. The Audi TT came top overall in “Connected Car 2014.” *(December 12, 2014)*

### **Audi the most creative auto brand of 2014**

Audi emerged from the 22<sup>nd</sup> “Horizont- creative rankings” with the title of Germany’s most creative car brand. This achievement was substantially attributable to the “Test Drive Cube” marketing campaign, the “Land of quattro” advertising film and the stand labeled “A Change in Perspective” at the IAA Frankfurt Motor Show. Each year, Horizont’s creative rankings celebrate the most inventive agencies, campaigns and brands, taking into account the number and quality of awards in national and international competitions. *(December 11, 2014)*

\*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.



**Five stars for Audi A3 Sportback e-tron\* from Euro NCAP**

The Euro NCAP consortium has awarded the new Audi A3 Sportback e-tron the maximum five-star rating for crash safety. This puts the first volume-production plug-in hybrid from Audi among the safest cars in its class. *(December 10, 2014)*

**Two victories for Audi in “Women’s World Car of the Year Award”**

Audi received two prizes at the “Women’s World Car of the Year Award”. The A3 Sedan won in the “Family Car” category, and the Audi S3\* came top of the “Sports Car” category. *(December 1, 2014)*

**“Scottish Car of the Year”: awards for Audi A3 Cabriolet\***

The A3 Cabriolet was winner of the “Scottish Car of the Year Award”, which is presented by the “Association of Scottish Motoring Writers”. The factors behind the association’s choice of the Audi A3 Cabriolet included the car’s quality and the wide range of efficient engine versions available. *(December 1, 2014)*

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**Fuel consumption of the models named above:**

**Audi TT Coupé:**

Combined fuel consumption in l/100 km: 7.3 – 4.2\*\* *(32.2 – 56.0 US mpg)*;  
Combined CO<sub>2</sub> emissions in g/km: 169 – 110\*\* *(272.0 – 177.0 g/mi\*\*)*

**Audi A3 Sedan:**

Combined fuel consumption in l/100 km: 7.0 – 3.3\*\* *(33.6 – 71.3 US mpg)*;  
Combined CO<sub>2</sub> emissions in g/km: 162 – 88\*\* *(260.7 – 141.6 g/mi)*

**Audi S3 Sedan:**

Combined fuel consumption in l/100 km: 7.0 – 6.9\*\* *(33.6 – 34.1 US mpg)*;  
Combined CO<sub>2</sub> emissions in g/km: 162 – 159\*\* *(260.7 – 255.9 g/mi)*

**Audi TT:**

Combined fuel consumption in l/100 km: 7.5 – 4.2\*\* *(31.4 – 56.0 US mpg)*;  
Combined CO<sub>2</sub> emissions in g/km: 174 – 110\*\* *(280.0 – 177.0 g/mi)*

**Audi A3 Sportback e-tron:**

Combined fuel consumption in l/100 km: 1.7 – 1.5\*\* *(138.4 – 156.8 US mpg)*;  
Combined electrical consumption in Wh/km: 124 – 114;  
Combined CO<sub>2</sub> emissions in g/km: 39 – 35\*\* *(62.8 – 56.3 g/mi)*



**Audi S3:**

Combined fuel consumption in l/100 km: 7.0 – 6.9\*\* (*33.6 – 34.1 US mpg*);  
Combined CO<sub>2</sub> emissions in g/km: 162 – 159\*\* (*260.7 – 255.9 g/mi*)

**Audi A3 Cabriolet:**

Combined fuel consumption in l/100 km: 7.1 – 3.9\*\* (*33.1 – 60.3 US mpg*);  
Combined CO<sub>2</sub> emissions in g/km: 165 – 104\*\* (*265.5 – 167.4 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.