



Product and Technology Communications

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International Auto Trophy: Six wins for Audi in the brand, design and product categories

- Audi is the most successful brand in “Auto Trophy 2014” from Autozeitung magazine
- First place for the Audi A1, Audi A3 and Audi A6
- Additional honors for “Best Quality,” “Best Design Worldwide” and “Best Brand Worldwide”

Ingolstadt/Hamburg, November 18, 2014 – Six trophies for Audi: The brand with the four rings was more successful than any other brand in this year's "Auto Trophy" competition. The Audi A1*, A3* and A6* each took first place in their respective categories. Audi also won the titles “Best Design Worldwide” and “Best Brand Worldwide” as well as the “Quality Trophy” for the quality and reliability of the Audi A1. A total of 75,810 readers of Autozeitung and its sister publications took part in the survey, which for the first time was conducted internationally in ten countries.

This was the 27th time that Autozeitung readers selected the best cars in all classes. There were a total of 205 models in 12 categories to choose from. In the “Subcompact” category, 19.6 percent of the voters selected the Audi A1. The Audi A3 won the “Compact” category with 19 percent of the vote. In the full-size class, the Audi A6 outpaced the competition with 27.3 percent of the votes. Audi also won the “Quality Trophy” for the Audi A1 and took top honors in the special categories “Best Brand Worldwide” and “Best Design Worldwide.” Audi has now won 63 titles since the awards were introduced.

Rupert Stadler, Chairman of the Board of Management of AUDI AG: “We are extremely pleased about all of these trophies. This shower of awards motivates our team and shows that we’re on the right track.” Prof. Dr. Ulrich Hackenberg, AUDI AG Board Member for Technical Development, added: “The coveted award confirms our capabilities in the area of design and quality.”

*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.



This year the reader survey for “Auto Trophy” was for the first time conducted internationally – through all of the automotive publications from Bauer Verlag. Readers from Europe, the USA, South Africa and Australia participated in the vote. The award ceremony will be held tonight in Hamburg.

– End –

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 CO₂ emissions in g/km: 168 – 89 (*270.4 – 143.2 g/mi*)**

Audi A3:

Combined fuel consumption in l/100 km: 7.1 – 3.2 (*33.1 – 73.5 US mpg*)**;

Combined CO₂ emissions in g/km: 162 – 99 (*260.7 – 159.3 g/mi*)**

Audi A6:

Combined fuel consumption in l/100 km: 9.6 – 4.2 (*24.5 – 56.0 US mpg*)**;

Combined CO₂ emissions in g/km: 224 – 109 (*360.5 – 175.4 g/mi*)**

**The fuel consumption and the CO₂ 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 1,575,500 cars of the Audi brand to customers in 2013. 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: 7.1 – 3.2; combined CO₂ emissions in g/km: 165 – 85). 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). In 2015, Audi will start production 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 76,000 people worldwide, thereof more than 53,400 in Germany. Total investment of around €22 billion is planned from 2014 to 2018 – 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 CO₂-neutral mobility.