

**Product and Technology Communications**

Albrecht Trautzburg

Phone: +49 841 89-44504

E-mail: [albrecht.trautzburg@audi.de](mailto:albrecht.trautzburg@audi.de)

[www.audi-mediacyenter.com](http://www.audi-mediacyenter.com)

## Awards for Audi

**Ingolstadt, January 24, 2019**

**Kelley Blue Book: Audi Q5 and Audi Q7 as Best Buys:**

The Audi Q5 received the Best Buy Award in the Compact Luxury SUV category and the Audi Q7 is the Best Buy in the Midsize Luxury SUV category for the 2019 model year. The winners were chosen by a panel from Kelley Blue Book, a leading market observer in the USA. The decisions in this competition are based on years of expertise, the organization's own tests and extensive vehicle data. With the Audi Q5, which has now won the Best Buy Award two years in a row, the panelists cited the innovative technology, quattro all-wheel drive, extraordinary finish and the high efficiency. Tipping the scales in favor of the Audi Q7 were not just its quality and luxury character, but also the elegant design and the quiet, comfortable ride.

(November 2018)

**Success in Japan: Audi A8 and A7 Sportback "Luxury Cars of the Year"**

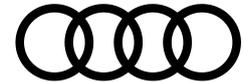
The Japanese edition of the lifestyle magazine *GQ* has named the two top Audi models A8 and A7 Sportback "Luxury Cars of the Year". A panel of automotive and lifestyle journalists rendered the decision as part of the QG Japan Car of the Year competition.

(November 2018)

**Triple winner in Spain: the Audi Q8**

The Audi Q8 was the big winner of the Axel Springer Spain's Motor Awards 2018. Readers of the magazine Auto Bild España selected it as the winner in the Large SUV category. A panel of journalists also honored it with the Special Top Gear Spain Award for Design. The large SUV coupe was therefore the only vehicle to claim two awards. The Audi Q8 was also the winner of an internet vote conducted by the Spanish edition of Car&Driver magazine. Readers voted it number one in the most important category, Car&Driver Car, at the 24th Annual Motor Awards.

(November/December 2018)



### **Golden autumn in France: six awards for Audi**

The renowned French automotive medium L'argus awarded two prizes to Audi last fall: The Audi Q8 won the Argus Award 2019 in the category Family and Premium SUV. It combines the brand's strengths and claimed the top spot on the basis of its quality, design and technology. The Audi Q5 claimed the honor First in Quality with a customer satisfaction rate of 93.8 percent. Industry service Auto Infos named Audi the winner of the Award of Used Car Rentability in the category Profitability.

The Audi Q3 claimed the title of Car of the Year in the Innovations Award 2018, an online competition conducted by the prestigious magazine Auto Moto. The second generation of the compact SUV impressed voters with its bold design and generously spacious interior. Just like the Audi top-of-the-line models, the Audi Q3 features a digital operating and display concept, extensive infotainment solutions and innovative assist systems.

Also taking first place was the newest model in the Audi lineup, the Audi e-tron (combined electrical consumption in kWh/100 km\*: 26.2 - 22.5 (WLTP); 24.6 - 23.7 (NEFZ); combined CO<sub>2</sub> emissions g/km: 0). It was the winner by a wide margin in the Techno-Car 2019 category of the Coyote Awards presented by the French traffic information service. This award recognizes the most innovative technologies in the areas of driver support, comfort, infotainment and ecology.

The editors of the high-tech website lesnumériques.com honored the Audi A7 Sportback as the best connected car in its Les Etoiles ranking. The judges praised the fully digital instrument cluster, the head-up display and the two touchscreens for operating the infotainment system and vehicle settings, as well as the Audi connect key. The latter allows the car to be locked, unlocked and started via smartphone.

(November/December 2018)

### **Audi connect: victory in the Connected Car Award 2018**

Audi won first prize in the Entertainment category in this year's Connected Car Award presented by Auto Bild and Computer Bild. For the sixth time, readers of the two magazines voted for their favorites in ten categories. They gave the array of services offered by Audi top marks by a wide margin. With the Audi connect system, the brand offers a comprehensive range of services that includes navigation with Google Earth, online traffic information, the latest news and the current weather forecast for the chosen destination. Thanks to the Wi-Fi hotspot, many services can be used and operated via smartphone with the myAudi app. Thomas M. Müller, Head of Electrics/Electronics at AUDI AG, accepted the award in January at the Consumer Electronics Show (CES) in Las Vegas.

(January 2019)

### **Audi MQ! Innovation Summit: first place in the "Best Conference" category**

The Audi MQ! Innovation Summit won the BrandEx Gold Award in the category Best Conference. 700 international thought leaders from industry and research joined guests from throughout the world to discuss a "mobility quotient" (MQ) as a parameter for the mobility of a person or organization. Other key topics were artificial intelligence, virtual reality, autonomous vehicles and electric mobility. With its innovative format and central theme – #neverstopquestioning – the Audi MQ! Innovation Summit beat out four other nominated conferences for the win. It was held in 2018 for the second time.

\* Figures depend on the equipment chosen



The BrandEx Award is a creative award for successful live communication and honors outstanding brand experiences. The key evaluation criteria are creativity and implementation success. The award was presented on January 15 at the International Festival of Brand Experience in Dortmund. Initiators are the B2B magazine BlachReport, Messe Dortmund, the FAMAB communications association and the 'Studieninstitut für Kommunikation'. (January 2019)

Further press releases on awards are available in the [Audi MediaCenter](#).

– End –

*Further information on official fuel consumption figures and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the "Guide on the fuel economy, CO<sub>2</sub> 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 18 locations in 13 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 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 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.