

Product and Technology Communications

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Audi the overall winner in “Best Brands in All Classes”

- **The four rings won big in the Auto Bild reader survey**
- **The brand ranked first in quality in seven out of 14 categories**
- **Additional wins in rankings for design, price/performance and reliability**

Ingolstadt, March 21, 2019 – Audi is the big winner in the Auto Bild “Best Brands in All Classes” reader survey. The four rings won seven individual victories in the quality assessment – and easily took the overall win. Audi also placed first in the design and price/performance categories as well as in the “Reliable Cars” image field. No brand performed better in the core criteria of the image survey, in which over 70,000 readers participated.

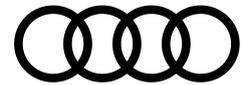
Bild readers found that Audi does the best job in terms of quality, design and price/performance. Readers voted the four rings overall brand winner with 55.2 percent approval – ahead of Porsche and Skoda.

No other manufacturer enjoys more trust than Audi when it comes to quality. “We want to consistently delight customers with top quality in the premium segment,” says Michael Neumayer, Head of Audi Quality Assurance. “Auto Bild readers have emphatically confirmed that we have once again succeeded here.”

In the “Best Brands in All Classes” survey, readers of Auto Bild trade magazine rated 38 car brands in 14 vehicle categories. Quality, design and price/performance ratio are considered the core criteria here.

Audi topped the quality ranking in seven categories: compact, midsize, full-size and convertibles up to EUR 50,000, as well as all SUV categories – small, medium and large. The brand chalked up additional individual wins in design in the full-size category and in the price/performance category for convertibles over EUR 50,000. In addition, the “Reliable Cars” category went to the four rings across all classes. The brand thus achieved a total of ten first place finishes – an achievement that continued Audi’s strong finish in the “Best Brands” of 2018.

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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 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 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 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.
