

Product and Technology Communications

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Awards for Audi

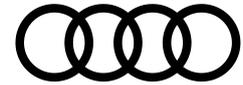
Ingolstadt, April 9, 2019

Innovative partnership for zFAS: PACE award for Audi

The central driver assistance controller (zFAS) from Audi is not just a high-tech component. Its development in collaboration with systems supplier Aptiv also set new standards. In recognition of this, Audi received the PACE award in the category “Innovative Partnership” on April 8, 2019. The prizes, awarded by the US magazine Automotive News to honor technical innovations in the automotive industry, were presented at an event in Detroit, Michigan.

The zFAS bundles the management of numerous driver assistance systems in a central, highly integrated domain architecture. The board continuously renders an exact model of the vehicle surroundings from the signals provided by the car’s sensors. From adaptive cruise control to the 360 degree cameras to the intersection assist, systems from all three functional areas – driving, parking and safety – have access to the fused data. This enables them to react precisely and early to the respective situation. The zFAS debuted in 2017 in the Audi A8 and is now used in many of the brand’s full-size models. Thanks to the scalable architecture, Audi can deploy different configurations of its high-end controller depending on the vehicle model and installed equipment. There is still no competitor offering a technology with such a wide scope of functions.

During development of the zFAS, Audi was responsible for the system and sensor data fusion. The American company Aptiv served as system partner and later as system supplier. The modular board, which is roughly the size of a small tablet computer, is equipped with processors from the leading system-on-chip specialists NVIDIA, Infineon, Altera and Mobileye. In collaboration with TTTech, a total of 35 software packages from 15 partners worldwide were integrated into the zFAS. This was a mammoth task in terms of both system technology and processes, which for Audi has ultimately proved to be an important driver of key competence for automated driving. Successful collaboration between numerous development partners under the leadership and system responsibility of the OEM will continue to characterize such projects in the future.
(April 2019)



Best family SUV: the Audi Q7

The American news magazine U.S. News & World Report has named the Audi Q7 the “Best Luxury 3-Row SUV for Families”. The judges found the model to be the best choice for families preferring an uncompromising SUV. They praised the large rear seat with optional third row, the rear USB ports, the 360 degree cameras, the sensor-controlled tailgate and the sunblinds for the rear windows and rear side windows. The interior reflects the high quality materials and craftsmanship for which Audi is known. Innovative infotainment abounds with such features as MMI navigation plus, the Audi virtual cockpit, head-up display, Audi smartphone interface and Bang & Olufsen Advanced Sound System with 3D sound. A wide range of assist systems, from the standard Audi pre sense basic and Audi pre sense city to the optional lane change assist provide additional convenience and safety. The Audi Q7 also shined in terms of driving dynamics thanks largely to the standard quattro drive.

(March 2019)

Top Safety Pick 2019: Audi A6 and Audi Q8

The Insurance Institute for Highway Safety recognized the new Audi A6 and the Audi Q8 for their high safety standards. The Audi A6 was named Top Safety Pick+, the top honor from the IIHS, for its Matrix LED and HD Matrix LED headlights. The latter are also available for the Audi Q8, which therefore was awarded the title Top Safety Pick. Both models received good ratings in all six IIHS crash tests as well as the top scores for frontal protection thanks to numerous assist systems. Both the A6 and the Q8 come standard with Audi pre sens front. It can warn of impending collisions and initiate appropriate braking depending on the situation and speed. Pedestrians and cyclists can be detected while the vehicle is traveling at up to around 85 km/h (*52.8 mph*), and other vehicles can be detected when the vehicle is moving at speeds of up to 250 km/h (*155.3 mph*).

(March 2019)

Twin wins in India: Audi Q5 and Audi RS 5 Coupé

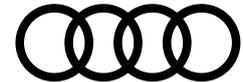
The automotive magazine Car India has named the Audi Q5 Luxury SUV of the Year. The honor was part of the Car India & Bike Awards 2019. A panel of automotive and business journalists put the cars entered in the competition through exhaustive test drives.

Taking the title of Performance Car of the Year in the eleventh edition of the Times Auto Awards was the Audi RS 5 Coupé (combined fuel consumption in l/100 km: 9.1 – 9.0* (*25.8 – 26.1 US mpg*); combined CO₂ emissions in g/km: 206* (*331.5 g/mi*). The editorial team of BBC TopGear India was particularly impressed by the dynamics and power of the sporty, top-end model.

Awards were presented in a total of 22 categories based on such criteria as ride quality, dynamics and affordability.

(February/March 2019)

* Fuel consumption and CO₂ emission figures given in ranges depend on the tires/wheels used as well as the selected equipment.



Study by Focus Money: Audi with highest customer loyalty

Of the major car manufacturers in the German market, Audi and Skoda have the most loyal customers. That was the finding of a study conducted by the magazine Focus Money in collaboration with its sub-brand Deutschland Test and the analysis company Service Value. Between December 2018 and January 2019, more than 500,000 customers in Germany were asked online whether after buying a certain product they would choose the same supplier again. The survey included 1,869 companies from 199 sectors. Among the carmakers, Audi and Skoda each received 64 percent “Yes” votes, which garnered them the Highest Customer Loyalty title. (February 2019)

Car and Driver: five buying recommendations for Audi models

The prestigious US magazine Car and Driver tested nearly 500 vehicles and selected five Audi models as 2019 Editor’s Choice. Four of these recommended buys are classified according to US standards as compact, mid-size and full-size sedans. The A5 Sportback was praised for its strong powertrain, high quality and large rear hatch, which makes loading easy. Dominating the Mid-Size Sedan category were the Audi A6, which stood out in particular for its strong performance, acoustic comfort and upscale instrument panel, and the A7 Sportback with its sophisticated styling, cohesive operation and top technologies. Speaking for the Audi A8 were the excellent ride comfort and the quiet, first-class interior. Rounding out the success of the four rings brand was the Audi Q7, which was named a recommended buy among the Mid-Size Crossovers and SUVs thanks to the high flexibility afforded by the third row of seats, its attractive design and remarkable ride quality. (February 2019)

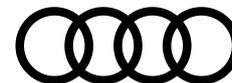
Three wins for Audi in Spain: the Best Cars 2019 Awards

Audi emerged as the most successful brand from Best Cars 2019 Awards readers’ poll in Spain. The premium manufacturer won three of eleven categories with the Audi A1, the Audi A7 Sportback and the Audi Q8. The Best Cars 2019 Awards are presented by the magazines Autopista, Coche Actual, Autovia and Automóvil as well as the website www.autopista.es. The magazines are published by Motopress Ibérica and appear in ten European countries plus China, Brazil and Mexico. More than 105,000 readers participated in the poll. (February 2019)

Car of the Year 2019 at Sina Auto: the Audi A8 L

The Audi A8 L (combined fuel economy in l/100 km: 7.9 – 5.6* (29.8 – 42.0 US mpg); combined CO₂ emissions in g/km: 181 – 148* (291.3 – 238.2 g/mi) garnered two honors at the Sina Auto Festival in Heikou City in the Chinese province Hainan: Car of the Year 2019 and Import Sedan of the Year 2019. Event organizer Sina Auto is one of the country’s major automobile portals. 39 new models were considered at this year’s festival, the 16th overall. The results were based on the decision of a 35-member panel, test results and online voting. (January 2019)

* Fuel consumption and CO₂ emission figures given in ranges depend on the tires/wheels used as well as the selected equipment.



Top resale value in the USA: the Audi A7 Sportback

According to a panel of judges from Kelley Blue Book, a leading market observer in the USA, the Audi A7 Sportback is the luxury model with the highest resale value. The Kelly Blue Book Best Resale Value Award, which was presented for the 17th time, is based on extensive market data and broad-based expertise. The Blue Book team cited the powerful 3.0 TFSI engine, the sporty, yet balanced suspension and the extremely quiet interior of the A7 Sportback.
(January 2019)

Top 10 World Transmission winner: the S tronic in the Audi Q5

The China Automobile Evaluation Academy has honored the s tronic transmission from Audi with the Top 10 World Transmission award. The Audi dual-clutch transmission with the designation DL382-7A, which is designed to be mounted longitudinally, was installed in a Q5 L quattro ultra 2.0 TFSI. It impressed the jury primarily with its efficiency, ease of gear change, dynamics and good acoustics. The test field comprised 20 cars with different transmissions from national and international manufacturers. In 2018, over 200,000 units of this transmission were produced and installed in Audi models in China, corresponding to a share of 30 percent. Last year Audi won an award with the s tronic DQ500 in the dynamic RS3 compact model.
(January 2019)

Successes in England Audi Q7 and Audi A5 honored

The British automotive magazine What Car? honored two Audi models in its annual Best Choice awards. The Audi Q7 was named Luxury SUV of the Year, winning the category for the third year in a row. The Audi A5 claimed the title Coupé of the Year, succeeding the Audi TT, which had won the title an astounding 16 years in a row. Supplementing the two overall wins were an additional five What Car? awards for the brand with the four rings: The A1, A3 Sedan, A3 Cabriolet, Q5 and A8 L were each named the best buy in their price class.
(January 2019)

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

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The specified fuel consumption and emission data have been determined according to the measurement procedures prescribed by law. Since 1st September 2017, certain new vehicles are already being type-approved according to the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Starting on September 1st 2018, the New European Driving Cycle (NEDC) will be replaced by the WLTP in stages. Owing to the more realistic test conditions, the fuel consumption and CO₂ emissions measured according to the WLTP will, in many cases, be higher than those measured according to the NEDC. For further information on the differences between the WLTP and NEDC, please visit www.audi.de/wltp.



We are currently still required by law to state the NEDC figures. In the case of new vehicles which have been type-approved according to the WLTP, the NEDC figures are derived from the WLTP data. It is possible to specify the WLTP figures voluntarily in addition until such time as this is required by law. In cases where the NEDC figures are specified as value ranges, these do not refer to a particular individual vehicle and do not constitute part of the sales offering. They are intended exclusively as a means of comparison between different vehicle types. Additional equipment and accessories (e.g. add-on parts, different tyre formats, etc.) may change the relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO₂ emissions and the performance figures for the vehicle.

Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the “Guide on the fuel economy, CO₂ emissions and power consumption of 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, D-73760 Ostfildern, Germany and at 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 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.
