

**Product and Technology Communications**

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## **Awards for Audi since May 2019**

### **Ingolstadt, August 14, 2019**

#### **Euro-NCAP: five stars for the Audi e-tron**

The Audi e-tron has earned the maximum five-star rating in the Euro-NCAP, the leading European program for evaluating the safety of passenger cars. The Audi e-tron achieved excellent scores in the tests for protection of adults, for frontal collision and for the emergency braking system, which reacted very safely to other vehicles, cyclists and pedestrians. The e-tron is the third Audi to achieve five stars in the current Euro-NCAP 2018/19 rating cycle. The A6 and Q3 have already obtained the top rating.

(May 2019)

#### ***Auto Bild* and Schwacke: Audi is Germany's champ in holding value**

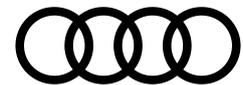
Audi cars are tops at retaining their value on the German market, according to a study by the trade magazine *Auto Bild* for its 2019 "Wertmeister" (Value Champion) rankings. The brand with the four rings won four of the 13 vehicle classes in the rankings – more than any of its competitors. The e-tron 55 quattro\*\* came out on top in the electric vehicle category with a residual value of 58.7 percent. The A1 40 TFSI Sportback\*\* won the subcompact car category with 63.3 percent, while the Q2 40 TFSI quattro\*\* won the compact SUV category with 59.6 percent. The A6 Avant 50 TDI quattro\*\* topped the full-size class with a residual value of 49.8 percent.

The *Auto Bild* editorial team analyzed the German used car market together with the market observation company Schwacke for this year's edition of the "Wertmeister" survey. Schwacke evaluates the prices of around 50,000 passenger car models and variants based on a full 1.7 million monthly market observations. The "Wertmeister" ranking shows the residual value of the individual models after a period of possession of four years, with various mileages assumed in the 13 vehicle classes. Referencing the new price – with defined optional equipment – results in a percentage value that determines the placement. For new models, a forecast is incorporated into the rating.

(May 2019)

**The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.**

\*\* The collective fuel consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.



### **Company car: Audi the most successful brand in award competition**

Audi won the “Company Car of the Year 2019” title this year in six of 15 categories. This made the four rings the most successful brand in the award competition from the trade magazine *firmerauto*. Audi secured the title in the compact class with the A3, in the midsize class with the A4 (together with the VW Passat), in the midsize luxury class with the A6 and in the “compact SUV segment up to 4.50 meters in length” segment with the Q3. The Audi e-tron took first place both in the “newcomer” category and in the electric car category.

The trade magazine *firmerauto* has been awarding the “Company Car of the Year” prize since 1999. This year the best company cars were selected for the first time by a jury of experts. They consisted of 137 fleet managers, 15 fleet managers for independent fleets and financial service providers, and the chief editors of European fleet media.  
(June 2019)

### **Auto Zeitung: Audi e-tron the best electric SUV**

Readers of the German trade magazine *Auto Zeitung* have chosen the Audi e-tron as the best electric SUV. This was their decision in the e-Mobility Award – a reader survey held for the first time in 2019 to replace the Green Mobility Trophy. Models with hybrid and plug-in hybrid drive were available to choose from in three categories, with purely electrically powered cars in two classes. The e-tron 55 quattro won in the electrical SUV category with 17.9 percent of the votes.  
(June 2019)

### **Entry into the top 100: Audi e-gas**

Audi e-gas Betreibergesellschaft mbH from Ingolstadt has made the cut in the “TOP 100” innovation competition. This competition evaluates the innovation management of mid-sized companies on the basis of a scientific system. The Audi company was especially impressive in the “open innovation/external orientation” category and with its successful innovation.

Audi e-gas Betreibergesellschaft mbH works together with specialists to study how energy from renewable sources can be intelligently used, stored and fed into the grid. Its power-to-gas plant in Werlte, Germany, is the world’s first industrial-scale plant to generate sustainable fuel from water and carbon using renewable electricity. It produces around 1,000 metric tons of e-gas and binds around 2,800 metric tons of carbon each year – as much as a forest with more than 220,000 beech trees absorbs each year. Audi e-gas, which is chemically identical to fossil methane, is being distributed to German filling stations via the gas network.  
(June 2019)

\*\* The collective fuel consumption values of all models named and available on the German market can be found in the list provided at the end of this MediaInfo.



**Expert judgment: Audi the most innovative premium brand in alternative drive systems**

Audi is the most innovative premium brand in the field of alternative drive systems. This was the finding of the Center of Automotive Management (CAM) and the consulting firm PwC, which each year prepare an innovation study entitled “Automotive Innovation Awards”. Audi took second place in the overall ranking as the “most innovative premium brand” and in the “autonomous driving and safety” and “interface and networking” categories.

The CAM, based in Bergisch Gladbach, has been evaluating the innovations of global automobile manufacturers since 2005 under the leadership of Prof. Dr. Stefan Bratzel. For 2018/19, a total 1,329 innovative products from 30 international automotive groups with around 90 markets were rated according to quantitative and qualitative criteria.  
(June 2019)

**Questar Award: gold for public relations work from Audi**

The Audi Communications department was awarded gold at the Questar Award (USA) for its “Virtual Exhibits” communication format. It offers participants the opportunity to use Hololens mixed-reality glasses to explore technical objects at press events. The Questar Award, which has been presented for more than 25 years, is an international prize for video communication. Other large German companies took part in this year’s competition alongside Audi.  
(July 2019)

**Spain: two reader-survey victories for the Audi Q8 and the Audi e-tron**

The Spanish magazine *Ecomotor*, a supplemental publication of the business magazine *El Economista*, has honored the Audi Q8 the best European premium SUV. The award was based on an online reader survey. The award for “best sustainable electric car,” which the Audi e-tron received from the lifestyle magazine *MujerHoy*, was also based on online voting.  
(June 2019)

**Tunisia: Audi the best premium brand**

Audi is the best premium brand in Tunisia. This was the result of a reader survey conducted jointly by *Tunisie auto* magazine and the energy company Ola Energy. The brand with the four rings garnered 27.8 percent of the votes.  
(May 2019)

– End –



**The collective fuel consumption values of all models named above:**

**Audi e-tron 55 quattro**

Combined electric power consumption in kWh/100 km: 26.4 - 22.9 (WLTP);  
24.6 - 23.7 (NEFZ)

CO<sub>2</sub> emissions combined in g/km: 0

*(Information on fuel/power consumption and CO<sub>2</sub> emissions in ranges depending on the chosen equipment level of the car)*

**Audi A1 Sportback 40 TFSI**

Combined fuel consumption in l/100 km: 6.0;

Combined CO<sub>2</sub> emissions in g/km: 137 – 136

*(Information on fuel consumption and CO<sub>2</sub> emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used)*

**Audi Q2 40 TFSI quattro**

Combined fuel consumption in l/100 km: 6.7 – 6.4;

Combined CO<sub>2</sub> emissions in g/km: 153 – 146

*(Information on fuel consumption and CO<sub>2</sub> emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used)*

**Audi A6 Avant 50 TDI quattro**

Combined fuel consumption in l/100 km: 5.9 – 5.6;

Combined CO<sub>2</sub> emissions in g/km: 155 – 147

*(Information on fuel consumption and CO<sub>2</sub> emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used)*

The specified fuel consumption and emission data have been determined according to the measurement procedures prescribed by law. Since September 1, 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 CO<sub>2</sub> emissions. Starting on September 1, 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 CO<sub>2</sub> 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](http://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 (attachments, different tire 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, CO<sub>2</sub> emissions and the performance figures for the vehicle.

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, CO2 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](http://www.dat.de)).

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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.

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