



Product and Technology Communications

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Awards for Audi in June 2014

Ingolstadt, July 9, 2014

J.D Power China: Audi provides the best purchase experience

Audi offers Chinese new-car buyers the best service and therefore tops the China Sales Satisfaction Index (SSI) in the category for premium brands for the fifth year in a row. The brand with the four rings increased its lead over its competitors and again performed very well in all five assessment categories: sales initiation, salesperson, dealership facility, deal and delivery process. J.D. Power surveyed around 15,300 people in over 50 cities who bought a new car between July 2013 and February 2014. *(June 30, 2014)*

Audi 2.5 TFSI voted “International Engine of the Year” for fifth time

The Audi 2.5-liter TFSI engine is the “International Engine of the Year” for 2014 in the 2 to 2.5-liter category. An international panel of experts comprising 82 motoring journalists voted the 2.5 TFSI the winner of its class. “Power, performance and a full-throated sound – this engine has it all,” explained the jury. The five-cylinder power unit has now won the award for the fifth consecutive time. The 2.5 TFSI serves as the power unit of the Audi RS Q3*. *(June 25, 2014)*

Audi wins “2014 Visionary Innovation Leadership Award” of Frost & Sullivan

Audi sets a good example for sustainable mobility. This has been confirmed by the global firm of consultants Frost & Sullivan. It rewarded AUDI AG for its e-fuels strategy and for implementing the Audi e-gas project in presenting it with the “2014 Frost & Sullivan Visionary Innovation Leadership Award”. The global firm of consultants consequently perceives the German car brand to be a visionary innovation leader and role model for sustainable mobility in the EU. *(June 25, 2014)*

*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.



Audi virtual cockpit is Interior Innovation of the Year

Razor-sharp, glowing, high on contrast – these were the qualities with which the virtual cockpit of the new Audi TT* won over the jury of the “Automotive Interiors Expo Awards 2014” and secured first place for Audi in the “Interior Innovation of the Year – Production Vehicles” category. The world’s best designers, suppliers, innovations and products in the field of automotive interior equipment were celebrated at the awards ceremony. *(June 24, 2014)*

Advertising excellence: shower of awards for Audi at Cannes festival

Four Lions in Silver, two in Bronze and a further eight nominations on the shortlist – that is the successful tally for Audi advertising at this year’s “International Festival of Creativity” in Cannes. Audi consequently emerges from this year’s festival as the most successful premium car manufacturer. The awards were made for example for the “Audi Test Drive Cube” and the Swiss “Mountain, River, Desert” campaign for quattro all-wheel drive. The Cannes Lions are awarded each year at the communications industry’s biggest festival, in recognition of pioneering ideas. *(June 22, 2014)*

“Auto Bild Design Award” for Audi A3*

Victory for the Audi A3: The premium compact model topped the “Small/Compact Cars” category in the “Auto Bild Design Award”. This was the result of a poll conducted among readers of Auto Bild and its European sister publications. The Audi A3 captured 14.6 percent of all votes cast, thus securing top spot ahead of its challengers. 80 different models were included in the reader poll. *(June 6, 2014)*

Resounding success for Audi advertising at “Global Effie Awards”

Audi became the first German carmaker to receive one of the most coveted awards in the advertising industry: The “Gold Global Effie” was presented to the four rings for its “land of quattro” campaign. The campaign for the premium segment’s top-selling all-wheel drive technology has thus been recognized as one of the most successful marketing ideas in the world. Through the Effie Awards, the jury acknowledges both the creativity and effectiveness of advertising communication. The advertisement for the launch of the new Audi A3 Sportback* was also shortlisted in this year’s competition. *(June 6, 2014)*



“Off Road Award”: Four rings impress with crossover models

This year’s “Off Road Award” again pitted the best off-roaders against each other in a total of 13 different categories. In the “Crossover” category Audi captured first place with the Q3*, and also topped the “Luxury Crossover” category with the A6 allroad quattro. There were other top placings, too: the Audi Q5* came second among the SUVs, and the Audi Q7* third among the luxury crossover models. *(June 5, 2014)*

Audi Center Singapore receives “Best Retail Architecture” award

At the “International Property Awards” a regional jury voted Audi Center Singapore the “Best Retail Architecture” in the Asia-Pacific region. The country’s biggest Audi showroom, which the facility incorporates, also won the “MIPIM Asia Gold Award 2013” in the “Best Retail Store Design” category. Audi Center Singapore has consequently become the first showroom in the automotive segment to capture both design awards. As well as the architecture, it was commended in particular for the innovative services and entertainment on offer. *(June 5, 2014)*

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Fuel consumption of the models named above:

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: 165 – 85 *(265.5 – 136.8 g/mi)*

Audi A3 Sportback:

Combined fuel consumption in l/100 km: 7 – 3.3 *(33.6 – 71.3 US mpg)*
Combined CO₂ emissions in g/km: 162 – 88 *(260.7 – 141.6 g/mi)*

Audi A6 allroad quattro:

Combined fuel consumption in l/100 km: 8.9 – 6.1 *(26.4 – 38.6 US mpg)*
Combined CO₂ emissions in g/km: 206 – 159 *(331.5 – 255.9 g/mi)*

Audi Q3:

Combined fuel consumption in l/100 km: 8.8 – 5.2 *(26.7 – 45.2 US mpg)*
Combined CO₂ emissions in g/km: 206 – 137 *(331.5 – 220.5 g/mi)*

Audi Q5:

Combined fuel consumption in l/100 km: 8.5 – 4.9 *(27.7 – 48.0 US mpg)*
Combined CO₂ emissions in g/km: 199 – 129 *(320.3 – 207.6 g/mi)*

Audi Q7:

Combined fuel consumption in l/100 km: 10.7 – 7.2 *(22.0 – 32.7 US mpg)*
Combined CO₂ emissions in g/km: 249 – 189 *(400.7 – 304.2 g/mi)*



Audi RS Q3:

Combined fuel consumption in l/100 km: 8.8 (*26.7 US mpg*)

Combined CO₂ emissions in g/km: 206 (*331.5 g/mi*)

Audi TT:

This vehicle is not yet on sale. It does not yet have type approval and is therefore not subject to Directive 1999/94/EC. Provisional values:

Combined fuel consumption in l/100 km: 7.1 – 4.2 (*33.1 - 56.0 US mpg*);

Combined CO₂ emissions in g/km: 164 – 110 (*263.9 – 177.0 g/mi*)

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 more than 73,500 people worldwide, of which more than 52,500 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.