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Awards for Audi since August 2019

Ingolstadt, October 17, 2019

auto motor und sport: Audi wins for design and connectivity
Audi took away two category victories in the "Autonis" competition where readers of the renowned automotive magazine auto motor und sport rate the best new car designs. The A1 claimed victory in the Compact Car category, attracting 24.2 percent of the votes; the A6 Avant (34.2 percent) won in the Full-Size category. The readers' choice 2019 was the 15th year of the automotive magazine's competition, with 100 models to choose from in ten categories. Its two victories made Audi, together with Porsche, the most successful brand.

The "Car Connectivity Award," another readers' choice run by auto motor und sport, focuses on the best connected car technologies. Audi was victorious in three out of eleven categories. As part of the telephone integration, 24.9 percent of the participants rated the Audi connect key in the Q5 the best solution. The adaptive cruise assist took 29.3 percent of the votes in the "Comfort/Convenience Assist Systems" category, and the Audi e-tron 55 quattro won the Connected E-Cars category with 25.1 percent. More than 12,000 readers of auto motor und sport and the sister magazine Moove cast their vote as part of the "Car Connectivity Award." (September 2019)

Auto Bild: Audi A6 best company car in its category
As part of the readers' choice "Best Company Car," run by car magazine Auto Bild, the Audi A6 conquered the luxury segment. The company car award is a relatively new competition that was held for the first time in 2018. Readers had a choice of 60 cars altogether in seven categories. (October 2019)

Gold rush in Cannes: Awards for Audi e-tron film
With two Golden Dolphins, AUDI AG is one of the top winners at this year's Cannes Corporate Media & TV Awards. The film "Phenomenon / The Change is now" beat off a field of 900 entries and received from the international jury the top awards in the "B2B Marketing Communication Film" and "Event Opening Film" categories. Together with the Berlin-based creative agency HONEST Productions GmbH the emotive film was produced for the world premiere of the Audi e-tron in San Francisco and shows how human perception and consciousness can change through electric mobility.

* Fuel consumption and CO_2 emission figures given in ranges depend on the equipment selected
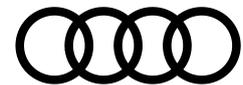
In addition to the coveted awards on the Côte d'Azur, the production triumphed with two VDA Autovision Ottocars in the "Event Opening Film" (gold award) and "Best Script" (black award) categories, which are presented at the International Motor Show (IAA) in Frankfurt. At the World Media Festivals 2019 in Hamburg, the film won gold in the "Event Opening Film" category and was honored with the GRAND PRIX as best film.
(October 2019)

Annual Multimedia Award: Gold for "Q8 Unleashed – An Audi Original Series"
At the Annual Multimedia Award, Audi claimed victory in the "Content Marketing" category for its mini-series "Q8 Unleashed – An Audi Original Series" and the accompanying online campaign for the new Audi SUV. The competition has been singling out digital brand communication work from Germany, Austria or Switzerland with gold and silver awards since 1996. "Gold goes to those projects that stand out from the crowd thanks to innovation and outstanding execution, and set trends for the next few years," said the jury made up of prominent industry members. Together with online agency Namics and production company Kropac Media, Audi's digital pre-communications campaign piqued the curiosity of media makers, multipliers, bloggers and fans about the Q8 world premiere in Shenzhen in China.
(October 2019)

connect: Audi e-tron rated "very good"
"Masterpiece" – that was the headline above the article in the connect magazine featuring the Audi e-tron 55 quattro. The test ran by the editorial department and its partner P3 Communications focused on all aspects of connectivity: from the user interface, navigation, through to the smartphone app. With 430 out of a total 500 possible points, the Audi e-tron was the first car ever to be rated "very good" in the connect test. As such, it even exceeded its successful sister model: In early 2019, the A6 earned a "good" rating in the connect test.
(September 2019)

Automotive Brand Contest: Success for the Audi AI:ME app
The renowned German Design Council chose the Audi AI:ME augmented reality app as winner in the "Digital Experience" category. The app presents the showcar Audi AI:ME, which was unveiled at Auto Shanghai in 2019, in a fascinating AR experience. It explains all the important topics, from design through to personalization. The award was presented as part of the Automotive Brand Contest, an international design competition for automobile brands.
(September 2019)

Red Dot Design Award: Audi Korea with award-winning lifestyle events
As part of the Red Dot Design Award 2019, one of the world's most prestigious design prizes, Audi Korea took away four awards for its activities in lifestyle marketing. Three events took place in 2018 and in April 2019 – in the "Brands and Communication Design" sector they clinched the main prizes in the "Spatial Communication" category.

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Another event from 2018 won in the "Design and Identity" category. Brands from 45 countries with 8,610 projects took part in the Red Dot competition for the best brand and communication design. With the four awards, Audi Korea continues its string of successes in the design sector: The organization had already won with the Red Dot Design Award and the iF Design Award in 2017 and 2018.
(August 2019)

– End –

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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