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Audi wins two “Golden Steering Wheel” awards The A1 and the e-tron win their classes

- Readers of *Auto Bild*, its sister publications and *Bild am Sonntag* nominated the finalists; an international test panel choose the winners
- 58 cars competed in seven classes, with Audi taking gold twice
- Fully electric e-tron won against rivals with combustion engines

Ingolstadt/Stuttgart, November 12, 2019 – Double win for Audi in the “Golden Steering Wheel 2019” contest: The A1 Sportback* and the fully electric e-tron* won in their respective categories “Small Cars” and “Large SUV.” Readers of the German automotive trade magazine *Auto Bild*, its European sister publications and the German newspaper *Bild am Sonntag* voted to determine the finalists. An international panel of experts crowned the winners from these nominations.

“We are very proud to be a double winner,” said Hans-Joachim Rothenpieler, Member of the Board of Management of AUDI AG Technical Development at the award ceremony this Tuesday evening in Berlin. “The ‘Golden Steering Wheel’ is a coveted award in our industry. We are particularly pleased that the fully electric Audi e-tron won its class competing against vehicles with conventional drive systems. We see that as confirmation that we are on the right track with our electrification strategy. The award for the A1 also tells us that we brought a new-generation car on the road which is completely convincing” added Rothenpieler.

58 cars launched since the beginning of October 2018 took part in this year’s “Golden Steering Wheel” contest. They were divided into seven vehicle classes. The three models in each class receiving the most reader votes advanced to the finals. The finals with 21 cars were held at the DEKRA Lausitzring racetrack. An international panel of experts tested the cars according to criteria based on a modified version of the points system used for *Auto Bild* comparison tests. The panel comprised race driver Mattias Ekström, former Formula 1 driver Hans-Joachim Stuck and moderator Sidney Hoffmann in addition to experts from *Auto Bild*, its sister publications and *Bild am Sonntag*.

*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 press information.



The two winners from Audi are also winners in everyday driving. The A1 Sportback* is an ideal companion both in urban environments and on long-distance trips. With respect to infotainment and driver assistance systems, its equipment list is on par with that of the full-size class. In the “Large SUV” class, the Audi e-tron* got the nod over competitors with combustion engines. It combines supreme spaciousness with excellent comfort and a range suitable for everyday driving. The Audi electric SUV is the first production vehicle to feature camera-based exterior mirrors and exemplifies Vorsprung durch Technik with High Power Charging and the latest generation of quattro technology: electric all-wheel drive.

The “Golden Steering Wheel 2019” awards ceremony will be broadcast in a live stream at www.autobild.de/dgl-live beginning at 8 p.m.

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Fuel consumption of the models named above:

Audi A1 Sportback

Combined fuel consumption in l/100 km (*US mpg*): 6.0 – 4.6 (*39.2 – 51.1*);

Combined CO₂ emissions in g/km (*g/mi*): 137 – 104 (*220.5 – 167.4*)

Information on fuel consumption and CO₂ emissions as well as efficiency classes in ranges depending on the tires and alloy wheel rims used.

Audi e-tron

Combined electric power consumption in kWh/100 km^{**}: 26.4 – 22.9 (WLTP);

24.6 – 23.7 (NEDC);

Combined CO₂ emissions in g/km (*g/mi*): 0

Information on fuel/power consumption and CO₂ emissions in ranges depending on the chosen equipment level of the car.



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 CO₂ 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 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 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, CO₂ emissions and the performance figures for the vehicle.

Fuel consumption and CO₂ emissions figures given in ranges depend on the tires/wheels used and chosen equipment level. 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 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, Germany, or under 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.
