



Product and Technology Communications

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It came, it saw, it conquered: The Audi Q3 Sportback wins the readers' choice award for "Best Cars"**

- The SUV coupé prevailed against 62 competitors in its category
- Head of Design Lichte: "Customers appreciate our progressive concept"
- Four further Audi models successful in the competition organized by "auto motor und sport"

Stuttgart/Ingolstadt, February 6, 2020 – The Audi Q3 Sportback**, which was introduced just a few months ago, prevailed against strong competition in its category "compact SUVs/cross-country vehicles" for the "Best Cars 2020" readers' choice award. Audi's strong performance was rounded off by places on the podium for the A1**, the A5 Sportback**, the A8**, and the e-tron**. The popular competition is organized by trade magazine "auto motor und sport."

"This victory for the Q3 Sportback** is extraordinary confirmation for us, especially since we already won last year with its close technical relative, the Q3**," said Audi's Head of Design, Marc Lichte, at the award ceremony, which took place today in Stuttgart. "Customers appreciate our concept of the compact premium SUV with a progressive exterior," the Head of Audi Design added. "Its coupé-like roof line makes the Q3 Sportback appear considerably longer and thus makes it an elegant brother of the Q3."

The "Best Cars" readers' choice award, which "auto motor und sport" presented for the 44th time this year, is one of the most important competitions in the European automotive industry. More than 100,000 readers selected their favorites from 387 models in eleven categories. Each reader had two votes per category: one for the overall winner and one for the best imported model. The "compact SUVs/cross-country vehicles" category was the biggest category with 63 models, along with the large SUV category (also 63 models). The Audi Q3 Sportback won with 11.5 percent of the votes. Other Audi models on the podium: The A1 ("compact cars" category) won second place, and the A5 Sportback ("medium-size class"), the A8 ("luxury class"), and the e-tron ("large SUVs/cross-country vehicles") each came third.

– End –

The equipment, data and prices stated here refer to the model range offered for sale 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.



Fuel consumption of the models listed

(Fuel consumption, CO₂ emission figures, and efficiency classes given in ranges depend on the tires/wheels used as well as the selected equipment)

Audi Q3 Sportback

Combined fuel consumption in l/100 km *(US mpg)*: 7.7–4.7 *(30.5–50.0)*;

Combined CO₂ emissions in g/km *(g/mi)*: 174–123 *(280.0–197.9)*

Audi Q3

Combined fuel consumption in l/100 km *(US mpg)*: 7.6–4.7 *(30.9–50.0)*;

Combined CO₂ emissions in g/km *(g/mi)*: 174–124 *(280.0–199.6)*

Audi A1 Sportback

Combined fuel consumption in l/100 km *(US mpg)*: 6–4.7 *(39.2–50.0)*

Combined CO₂ emissions in g/km *(g/mi)*: 137–107 *(220.5–172.2)*

Audi A8

Combined fuel consumption in l/100 km *(US mpg)*: 11.4–5.7 *(20.6–41.3)*

Combined CO₂ emissions in g/km *(g/mi)*: 260–151 *(418.4–243.0)*

Audi e-tron

Combined electric power consumption in kWh/100 km *(62.1 mi)*: 24.3–21;

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



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 that 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, electric 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 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 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 2019, the Audi Group delivered to customers about 1.846 million automobiles of the Audi brand, 8,205 sports cars of the Lamborghini brand and 53,183 motorcycles of the Ducati brand. In the 2018 fiscal year, the premium carmaker generated revenue in the amount of €59.2 billion and an operating profit before special items of €4.7 billion. The company currently employs around 90,000 people worldwide, with more than 60,000 working in Germany. Audi focuses on sustainable products and technologies for the future of mobility.
