



Product and Technology Communications

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Quality has four rings and four letters: Audi

- **The big winner in the Auto Bild “Best Brands in All Classes” reader survey**
- **Audi wins seven out of 14 categories in the quality rankings**
- **Two additional individual victories and two overall class victories round out the results**

Ingolstadt, April 2, 2020 – Quality has a name: Audi. This has been confirmed once more by the Auto Bild “Best Brands in All Classes” reader survey. The brand with the Four Rings won seven out of 14 rating categories in the quality rankings. Audi also took first place in the ratings for design and value for money. The overall victory in two classes of the competition also went to Ingolstadt.

“When it comes to quality, Audi is and remains number one. “Quality without compromise is one of our core competences and is a central product pledge,” said Michael Neumayer, Head of Audi Corporate Quality. “And we are fulfilling this pledge, as the readers of Auto Bild have confirmed once again. For us, this is both an acknowledgment and an obligation.”

The “Best Brands in All Classes” survey presented Audi with an impressive certification of its quality. A total of 37 brands were evaluated in 14 segments – and, as in the previous year, the Four Rings won the quality rankings in seven categories. The most successful models were the A1** in the subcompact segment, the A3 in the compact segment, the A4** in the midsize segment, the A7 Sportback** in the full-size class, the A3 Cabriolet** in the convertibles segment up to EUR 50,000, the Q3** in the midsize SUV segment and the Q7** in the full-size SUV segment. The bottom line: Audi garnered 71.3 percent of the votes of readers in the quality ranking.

In addition to quality, core criteria in the reader survey included design and the price/performance ratio. Audi won one victory each here – with the A6** in the design ratings and with the S5 Cabriolet** in the price/performance ratings for convertibles costing over EUR 50,000. Nine spots on the winners’ podium in the core criteria round out the brand’s strong performance. Thanks to these broad qualities, Audi was able to garner overall wins in two categories: in the full-size segment and in the large SUV class.

– End –

*** 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 named above:

(Fuel consumption, CO₂ emission figures and efficiency classes given in ranges depend on the tire/wheel sets used)

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)*

Audi A4 Sedan:

Combined fuel consumption in l/100 km *(US mpg)*: 6.7 – 3.7 *(35.1 – 63.6)*;

Combined CO₂ emissions in g/km *(g/mi)*: 160 – 98 *(257.5 – 157.7)*

Audi A7 Sportback

Combined fuel consumption in l/100 km *(US mpg)*: 11.6 – 4.3 *(20.3 – 54.7)*

Combined CO₂ emissions in g/km *(g/mi)*: 265 – 113 *(426.5 – 181.9)*

Audi A6 Sedan:

Combined fuel consumption in l/100 km *(US mpg)*: 7.2 – 4.0 *(32.7 – 58.8)*;

Combined CO₂ emissions in g/km *(g/mi)*: 165 – 104 *(265.5 – 167.4)*

Audi A6 Avant:

Combined fuel consumption in l/100 km *(US mpg)*: 11.7 – 4.2 *(20.1 – 56.0)*;

Combined CO₂ emissions in g/km *(g/mi)*: 268 – 109 *(431.3 – 175.4)*

Audi A3 Cabriolet:

Combined fuel consumption in l/100 km *(US mpg)*: 7.3 – 5.2 *(32.2 – 45.2)*;

Combined CO₂ emissions in g/km *(g/mi)*: 165 – 119 *(265.5 – 191.5)*

Audi Q5:

Combined fuel consumption in l/100 km *(US mpg)*: 7.5 – 4.4 *(31.4 – 53.5)*;

Combined CO₂ emissions in g/km *(g/mi)*: 177 – 115 *(284.9 – 185.1)*

Audi Q7:

Combined fuel consumption in l/100 km *(US mpg)*: 9.1 – 6.6 *(25.8 – 35.6)*;

Combined CO₂ emissions in g/km *(g/mi)*: 208 – 174 *(334.7 – 280.0)*

Audi S5 Cabriolet:

Combined fuel consumption in l/100 km *(US mpg)*: 8.0 – 7.9 *(29.4 – 29.8)*;

Combined CO₂ emissions in g/km *(g/mi)*: 181 – 179 *(291.3 – 288.1)*



Audi Q8:

Combined fuel consumption in l/100 km (*US mpg*): 12.1 – 6.5 (19.4 – 36.2);

Combined CO₂ emissions in g/km (*g/mi*): 277 – 172 (445.8 – 276.8)



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.

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 16 locations in 11 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm, Germany), 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 2019 fiscal year, AUDI AG achieved total revenue of €55.7 billion and an operating profit of €4.5 billion. At present, 90,000 people work for the company all over the world, 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.
