



Product and Technology Communications

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Readers' choice for best new design features: Audi victorious in five out of ten categories

- A1 citycarver, A3, A5, RS 6 and Q3 Sportback honored with "Autonis" Award
- Audi models impress in readers' choice voting with some 16,000 participants
- Head of Design Marc Lichte: "At Audi, design is the number 1 reason for buying."

Ingolstadt, October 21, 2020 – Audi won half the trophies awarded today at the "Autonis" Awards ceremony. In the readers' choice by auto motor and sport, the premium brand took home the coveted award in five of ten categories with models from many segments. The magazine honors the best new design features with the awards each year.

"Each of these models is part of the Audi family, yet has its own character," said Head of Design Marc Lichte, who accepted the five trophies on behalf of the entire design team. "At Audi, design is the number 1 reason for buying. That is just one reason why it is so extremely important to us as a premium brand that the design of our models not only appeals to us, but also meets the tastes of our customers. You have once again given us an important confirmation of this with the 'Autonis'."

Robust and innovative: outstanding small and compact cars

The Audi A1 citycarver claimed victory in the "Small Car" category with 33 percent of the vote. It debuted last year and is characterized by a thoroughly robust, off-road look. This includes not just the large, octagonal Singleframe, but also the redesigned side sills with contrasting attachments, the higher ride height and underbody protection in stainless steel paint.

The winner in the "Compact Car" category was the new Audi A3. 19.6 percent of the vote went to the premium compact model, which has been available to order since March. It is the first Audi model to offer Matrix LED headlights in combination with digital daytime running lights. The latter are a 3x5 pixel field of LED segments that gives each A3 derivative its own unique light signature.

In the "Compact SUV" category, 24.4 percent of the participating readers cast their vote for the Audi Q3 Sportback. A distinguishing feature of the SUV coupé is the low roofline, which makes the model appear significantly longer than its sister model, the Q3. In addition, the Q3 Sportback is almost three centimeters (1.2 in) flatter and thus has a more muscular appearance.

The equipment, data and prices specified in this document refer to the model range offered in Germany. Subject to change without notice; errors and omissions excepted.

**The collective fuel/electric power consumption values for all models named and available on the German market can be found in the list provided at the end of this MediaInfo.



Strikingly updated and strongly characteristic: the winners in the mid-size and full-size classes

The Audi A5 offers an even more determined appearance since last year's model update. The Singleframe with the honeycomb insert is flatter and somewhat wider than on the previous model. Air vents above the grille are reminiscent of the classic Audi Sport quattro from 1984. 36.3 percent of the vote in the "Mid-Size" category underlines the success of this product improvement.

The Audi RS 6 Avant** claimed victory in the "Full-Size" category with 22.6 percent of the vote. A significantly flatter Singleframe, a body widened on both sides by roughly 40 millimeters (0.1 in) with widely flared wheel arches and an RS-specific bumper with rear diffuser and oval tailpipes underscore the unmistakable character of the high-performance Avant compared with the A6 Avant basic model.

"Autonis": more than 100 new models put to the vote

With a total of five victories, Audi was the top winner at this year's "Autonis." The premium brand thus clearly impressed the readers of auto, motor and sport with its models. Overall, there were more than 100 new models from various manufacturers to choose from. Some 16,000 participants cast their readers' choice votes.

– End –

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 RS 6 Avant

Combined fuel consumption in l/100 km (US mpg): 11.7–11.5 (20.1–20.5)

Combined CO₂ emissions in g/km (g/mi): 268–263 (431.3–423.3)



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 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 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 1.845 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. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility.
