



Communication Products and Innovations

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Audi Encounter magazine wins gold in the Best of Corporate Publishing Award

- **First place for “Encounter – the Audi Technology Magazine” in the “B2C Automotive” section**
- **Jury: “Outstanding reporting and consistent pictorial language.”**
- **Audi’s Annual Report app takes first place in the category “Specials and Annuals (Digital Company Reports)”**

Ingolstadt, July 4, 2014 – Two gold awards and seven more nominations demonstrate the outstanding quality of Audi publications. In addition to the Encounter magazine, the app for Audi’s Annual Report also took first place amongst 700 submissions.

“The Audi Technology Magazine impressed us with its outstanding reporting and its consistent pictorial language,” explained the jury with regard to its decision. The magazine, which makes “Vorsprung durch Technik” tangible in exciting background stories and with fascinating insights into the automobile manufacturer’s research laboratories, has thus won the gold award for the third time in succession.

This year, Encounter was the winner of the highly competitive “B2C Automotive” section, in which the customer magazines of some of Audi’s competitors were also listed. Encounter appears twice a year and can also be accessed [online](#). The magazine mainly targets journalists, as well as customers of the brand with four rings.

The jury was also convinced by the app for the Audi Annual Report. Videos, specials, picture galleries and podcasts produced especially for the app provide users with clear added value and link the exciting stories from the print version with the digital Audi world via augmented reality.

Forum Corporate Publishing has been presenting the BCP Award since 2003. The leading CP publishing house and agencies from Germany, Austria and Switzerland commission a jury of 150 experts from the areas of journalism, art direction, marketing and corporate communications to identify the strongest of more than



700 submissions. In 2014, a total of nine Audi publications were shortlisted as potential winners.

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The Audi Group delivered approximately 1,575,500 cars of the Audi brand to customers in 2013. As one of the most successful models, the Audi A3 has been awarded the title of "World Car of the Year 2014" by an international jury of journalists (combined fuel consumption in l/100 km: 7.1 – 3.2; combined CO2 emissions in g/km: 165 – 85). In 2013, the company reported revenue of €49.9 billion and an operating profit of €5.03 billion. The company operates globally in more than 100 markets and has production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). Since the end of 2013, the brand with the Four Rings has also been producing cars in Foshan (China). In 2015, Audi will start production in São José dos Pinhais (Brazil), followed by San José Chiapa (Mexico) in 2016. Wholly owned subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy), the sports motorcycle manufacturer. The company currently employs more than 73,500 people worldwide, of which more than 52,500 in Germany. Total investment of around €22 billion is planned from 2014 to 2018 – primarily in new products and sustainable technologies. Audi is committed to its corporate responsibility and has anchored the principle of sustainability for its products and processes in its strategy. The long-term goal is CO2-neutral mobility.