



**Technology and Innovation
Communications**

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Ten categories, ten victories: Audi dominates “Auto connect Trophy” awards

- Readers polled by “Auto Zeitung” rate Audi infotainment, connectivity and assistance systems in first place.
- New Audi Q7 is best “Connected Car” by a large margin

Ingolstadt, July 30, 2015 – Infotainment, connectivity and assistance technologies from Audi enjoy excellent appeal among the public. These were the results of the “Auto connect Trophy 2015” competition – a reader poll conducted by “Auto Zeitung” news. Audi took first place in all ten categories in which it entered a car. Many of these systems are available in the new Audi Q7 and in the new generation Audi A4 models.

Audi is by far the most successful brand in the “Auto connect Trophy 2015” – a reader poll conducted by Auto Zeitung in cooperation with “connect” magazine. When asked to select the best networked car, the new Audi Q7 won with 40.6 percent of all votes; the second place competitor trailed with 14.9 percent. Audi can equip the large SUV and the new generation of the A4 with numerous high-end technologies as options. Some of them also took first places in the “Auto Zeitung” competition.

Audi MMI touch was rated tops in the “Control and display concepts” category with 38.8 percent of votes. Voice control, which can understand natural language speech inputs, won 38.1 percent of votes in the “Voice control” category. The Bang & Olufsen Advanced Sound System with 3D sound, which brings the spatial dimension of sound into the car, dominated in the “Audio Sound System” category with an impressive 48.8 percent of votes – the highest individual rating of the reader poll.

Adaptive cruise control with traffic jam assist – another option for the new Q7 and A4 models – relieves the workload of drivers in slow-moving traffic, not only by accelerating and braking but also by steering. Readers rated this assistance system as the best driver assistance in heavy traffic with 46.1 percent of votes. Turn assist also brought victory to Audi with 25.2 percent of the votes in “Driver assistance / safety” ratings.



The Audi virtual cockpit won in the “Navigation system” category. The fully digital instrument cluster is available in the Q7 and in the Audi TT, the Audi R8 and the new generation Audi A4.

Three other individual victories rounded out the success of Audi in the “Auto connect trophy” competition. The Audi Wi-Fi hotspot was voted the best of its type in the “InCar Hotspot” category; as a component of MMI navigation plus, it is available in all model series. The Audi phone box for wireless data and electrical transmission won in the “Telephone integration and coupling” category. And the Audi Configurator app for mobile devices won in the “Manufacturer app” category with 31.6 percent of all votes.

- End -

In 2014, the Audi Group delivered approximately 1,741,100 cars of the Audi brand to its customers. The company achieved revenue of €53.8 billion and an operating profit of €5.15 billion in 2014. Audi 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 and Foshan (China) as well as Jakarta (Indonesia). The brand with the Four Rings will start producing cars in Curitiba (Brazil) this year and in 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 sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The company currently employs approximately 80,000 people worldwide, thereof around 58,000 in Germany. Total investment of about €24 billion is planned from 2015 to 2019 – 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.